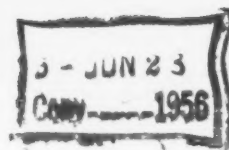


# Shipping MANAGEMENT



JUNE 1956

THE "HOW-TO" PUBLICATION OF PACKAGING, TRAFFIC AND SHIPPING

COMBINED WITH

FREIGHT • EXPRESS  
PARCEL POST • MAIL



and *The Air Shipper*



Artist's drawing gives some idea of new larger helicopters capable of carrying much more cargo soon to be delivered to a N. Y. helicopter line.

Below: Artist's rendering of proposed permanent heliport on West 30th Street in New York City.



EXCLUSIVE HELICOPTER TRANSPORT  
ARTICLE & SURVEY - - - PAGE 16

## READERS' ROUTER

TO .....	SEE PAGE .....
TO .....	SEE PAGE .....
TO .....	SEE PAGE .....
TO .....	SEE PAGE .....



**Whether Shipping  
One Papoose, or Many**

# **One-Carrier Convenience**

**SAVES TROUBLE...  
AVOIDS CONFUSION**

Like a war-paint salesman for the Sioux, CF covers *more points direct than any other carrier in the west*. From Gitche Gumee, Walla Walla (or most any place else), CF gives you one-carrier convenience . . . one-carrier responsibility from your tepee to Chief Consignee. You don't need a smoke signal to know that CF's daily schedules and routing are direct as an arrow, fast as a war pony and on-time as the rising sun. **HOW!** Just call Consolidated Freightways for wampum-saving pow-wow!



SEATTLE • PORTLAND  
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LOS ANGELES • SPOKANE  
SALT LAKE CITY • CHICAGO  
MINNEAPOLIS-ST. PAUL

Terminals in 49 other key cities from the Pacific Coast to the Great Lakes . . . Thru service to all major eastern cities

. . . Foster Freight Lines, a subsidiary of CF serving Indianapolis, St. Louis, Louisville, Cincinnati, Dayton.

. . . for more details check ☐ 25 on HELP-O-GRAM card.



## at last! cold-proof...odorless gummed sealing tape!

It's the latest development from Hudson's research laboratories — gummed tape with new, exclusive RENACEL adhesive!

RENACEL wets out fast, evenly and completely — *even with ice water!* You can seal instantly anywhere — in refrigerated or cold shipping rooms—without heating dispenser water or using costly wetting agents.

RENACEL is a gummed tape adhesive *without any odor or scent*. Your personnel will welcome RENACEL's unique, odorless quality, because it insures fresher and cleaner air in your shipping room. When tape

made with odorless RENACEL seals your cartons, you *know* the contents will arrive safe and protected—free from odor.

RENACEL provides other unequalled advantages too. Teamed with Supple-ization (another Hudson exclusive), it gives tape a smooth, silky feel—makes it even more pliant. The tape molds to the carton, handles easier and faster . . . Tape can be stored safely, longer. The rolls always open easily, dispense smoothly . . . Bonding strength actually increases with time. Tape won't peel. Cartons remain sealed.

Now—at no additional cost—you can have more efficient sealing . . . more protection for your cartons . . . impressive dollar savings in tape! Specify one of Hudson's Gummed Sealing Tapes — Blue Ribbon for speed in complete closure—Orange Core for economical standard sealing.

For FREE TEST SAMPLE of Hudson Gummed Tape with RENACEL adhesive, write on your letterhead to Dept. S-66. Request Blue Ribbon or Orange Core.

*RENACEL is Another Product of Continuing Research by Hudson.*



# Hudson

PULP & PAPER CORP.

477 Madison Ave., New York 22, N. Y.

. . . for more details check #21 on HELP-O-GRAM card.

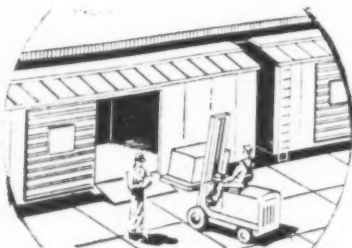
# FOR BETTER SHIPPING

Receive practical, illustrated literature about the latest improvements and developments in shipping room supplies, devices and equipment as described below . . . important data every shipping room manager should keep on file — readily available for instant reference. The HELP-O-GRAM reply card adjacent to this page is for your use. Just check the appropriate box on the prepaid HELP-O-GRAM business reply card and drop it in the mail box. The material will be sent to you at once with no obligation on your part.

**NEW HAND BOOK** for Shipping Departments features general information on packing and marking shipments and data on stencil cutting machines, electric tape machines, fountain brushes, stencil inks, markers, oil board and other products. Send for **FREE** copy today by checking 1:

**ONE-HAND TACKING** is faster and cheaper. This product has rapid gripping action and take-up jaw for low maintenance. 36 different models and 80 staple sizes for any use. Check 2 for **FREE** BOOKLET.

**ALL-AROUND PROTECTION** against moisture is offered by these water-proof papers made in conformity with government specifications. They are outstanding for wrapping, covering and car lining purposes. For **FREE** INFORMATION, check 3.



**AIR FREIGHT** is this airline's specialty. It has big plane capacity, big freight doors, fast handling procedures, modern mechanized ground operations, prompt service, door-to-door delivery, and last but not least, low rates. Get **FREE** literature by checking 4.

**FREE 10 DAY TRIAL OFFER.** Check No. 5 on the card and learn how you can try this label gluer in your own plant under your own working conditions with absolutely no obligation. You will also receive details of this system of tying your labeling in with your office and invoicing procedure, saving time and money, and eliminating error. This hand operating label gluer will enable you to do every type of labeling job at a saving.

**GUMMED FILAMENT TAPE** . . . faster, better for Parcel Post. Gives your packages a better appearance and affords more protection. This tape can not damage the container. **FREE** SAMPLE roll and data, check 6.



**DOUBLE PACKAGING** protects your tape. More than a convenience in storing, it means that your tape will be "mill fresh" when you are ready to use it. Packed in moisture proof bag and then in corrugated carton. Protected from damage. **FREE** INFORMATION just check 7.

**SPECIALLY DESIGNED INK** for the shipping room enables you to save money and at the same time facilitate the handling of your shipment. **FREE** Guide by checking 8.

**AUTOMATIC TACKERS** . . . that offer speedy, one hand operation enable you to do more work with fewer workers. This company offers a wide range of air, gun and hand tackers and has a money-saving **FREE** maintenance service. For complete story **FREE**, check 9.

**NO SMUDGES** with this felt-tip market designed for addressing boxes, crates, bags, cartons, etc. Interchangeable felt tips make lines varying in thickness from 1/8 in. to 1 in. Finger tip control of ink flow is featured. Comes in "Pocket Size" for general use and "King Size" for heavy duty. For **FREE** INFORMATION, check 10.



**USEFUL WALL CHART** handily answers questions about new postal rates and all other mailing info. The 4th Class Rates cover latest revision. Receive **FREE** CHART: check 11.

**FREE CATALOG** on three-nails per second automatic nailing is offered by manufacturer of nailing machines: Can be adjusted to 24 different box size requirements. Check 12.

**FOUNTAIN STENCIL BRUSH** provides dependable stenciling and marking. Has a controlled automatic ink feed and works fast. Check 13 for **FREE** literature.

**MULTI-PURPOSE CONTAINER** answers materials handling problems on production line . . . interplant parts transportation . . . as storage bin . . . as knockdown, reusable container. **DETAILS** **FREE**, check 14.



**QUALITY GUMMED TAPE** that offers color variety and uniformity is what you look for in a tape. For **FREE** SAMPLE ROLL and Color Swatch Book, check 15.

**"STOP LABELING WITH DOLLAR BILLS."** This is the intriguing title of a **FREE** 4-page folder that tells you exactly how to do it . . . how to speed up attaching labels to packages, glass, metal, wood, steel, etc., and how to save by using ungummed labels. This folder can save you thousands of dollars, so be sure to check No. 16.

**FLEXIBLE CORRUGATED** wrapping paper is the faster, more economical and time-saving answer to packaging problems. Unique scientific scoring method produces higher flutes better cushioning. **FREE** INFO, check 17.

**CUT SEALING TIME** by two-thirds. Use modern way to seal — with two strips instead of six. Made possible by tape's precisely laid 2-way reinforcing. For **FREE** SAMPLES check 18.



P.S. is for Personalized Service. This is what this trans-Atlantic airline offers in movement of cargo. Special trucks, owned and operated by the airline, call for your freight. The entire operation from truck to plane and the trip itself are carried out fast and with utmost safety. There are three all-cargo flights each week and daily Constellation service. For complete details FREE, check No. 19.



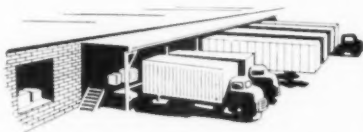
**LOW-COST** method of addressing multiple shipments, no labels to type or fasten to the carton. FOR FREE brochure, check 20.

**SEAL INSTANTLY** without heating dispenser water or using costly wetting agents. This tape is odorless and adheres quickly. It handles easier too. For FREE test sample, check 21.

**REAL ECONOMY** in automatic tape dispensers is offered by this concern. This machine dispenses up to 36" in one stroke. It automatically measures, wets, cuts and ejects gummed tape widths of 1 1/2" to 3". Stainless steel cutting blade and end-to-end moistening are other key features. For FREE 10-day trial and literature, check No. 22.

**BRAND NEW** clamp mechanism secures steel drums to fork lift trucks without the need for pallets. This clamp is non-hydraulic and is easy to handle. It works on dented, tilted or tightly nested drums. Get full information by checking No. 23.

**SELL AS YOU SEAL!** Make colorful advertising vehicles out of your packages and cartons by using this four-color advertising tape. This gummed kraft sealing tape is dressed up with attractively prepared art work created without extra cost. For FREE INFORMATION, check 24.



**DIRECT ROUTING** and fast daily schedules to 58 key cities from the Pacific Coast to the Great Lakes and the East for less-than-truckload shippers. Safe and quick delivery is the foremost objective of this company. Its terminals have the latest equipment for mechanized or direct cross dock loading. Send for FREE information, Check 25.

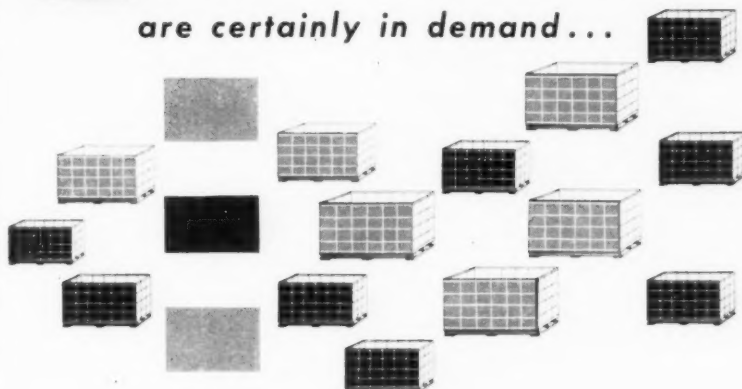
**SAVE TIME & MONEY.** This better type of stencil ink dries fast and gives clean and clearly-defined markings. Waste of ink is avoided because there is no excessive settling in the bottom of the can. For FREE literature, check No. 26.

**MEN — METHODS — MATERIALS**

our

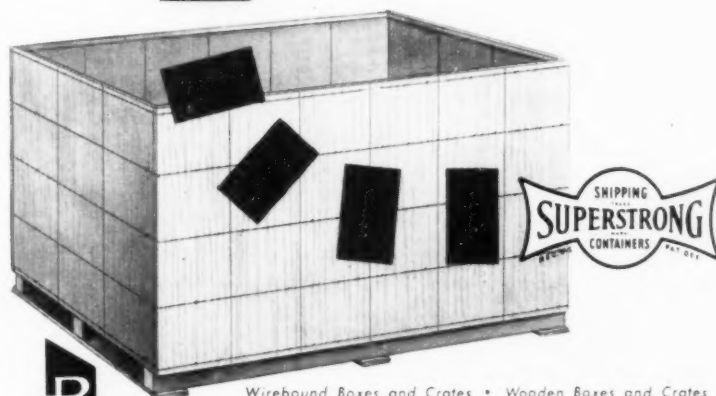
## Wirebound Pallet Boxes

are certainly in demand...



Ever since we introduced the **SUPERSTRONG** Wirebound Pallet Box we have been receiving a heavy volume of orders—and of favorable comments. Seldom has a new product been greeted with such enthusiasm.

The combination of light weight with strength... the appreciable reduction in materials handling costs—provide the answer. If you do not know all of the advantages of **SUPERSTRONG** Wirebound Pallet Boxes, please let us tell you about them.



Wirebound Boxes and Crates • Wooden Boxes and Crates  
Corrugated Fibre Boxes • Beverage Cases • Starch Trays • Pallets

**R  
H  
R**

**RATHBORNE, HAIR and RIDGWAY BOX CO.**

1440 WEST 21st PLACE, CHICAGO 8, ILLINOIS

... for more details check #14 on HELP-O-GRAM card.

## Cut Down Shipping Costs...



Addressing multiple shipments with STEN-C-LABL is fast, efficient, easy to use. Saves shipping time. Avoids mis-shipments.



A PANL-LABL is a facsimile label printed direct on your shipping cartons at time of manufacture for no additional cost. Saves cost of labels and handling time.

## Cut Out Shipping Errors

### with PANL-LABLS and STEN-C-LABL ADDRESSING of MULTIPLE SHIPMENTS

It's easy as A-B-C! You actually eliminate several steps in the usual multiple addressing process—there are no labels to type or fasten to carton. You save the cost of buying gummed labels because your label is printed right on your carton when it is manufactured by your supplier as shown in the PANL-LABL sample.

You make unlimited impressions

direct-to-carton with the STEN-C-LABL applicator. And the STEN-C-LABL itself is addressed in the office at the same time your invoice, order or bill of lading is made out, whatever your procedure or equipment.

Thus the addressing of your multiple shipments becomes a by-product of regular office procedure. Addressing errors, mis-shipments are eliminated.

Write TODAY for FREE brochure showing detailed operation of STEN-C-LABL and the many applications of this new low-cost method of addressing multiple shipments.

See your business forms supplier or write for FREE BROCHURE showing detailed operation

## STEN-C-LABL

DEPT. SM-6 2285 UNIVERSITY AVE.

ST. PAUL 14, MINN.

... for more details check #20 on HELP-O-GRAM card.



# STUCK?

next time get... Seal-O-matic

Here's why Seal-O-matic saves you time and money!

- The only tape machine selling for less than \$75.00 dispensing up to 36" in one stroke!
- Automatically measures, wets, cuts, ejects gummed tape widths 1 1/2" to 3"
- 2 pure bristle brushes plus scientifically designed pressure weight assure efficient end-to-end moistening! Removable water tank, easily cleaned. Constant water level.
- Lifetime stainless steel cutting blade.
- Easy to read measuring scale.
- Fully enclosed streamlined body keeps tape fresh and clean. Attractive Hammertone Gray finish.

**10 DAY FREE TRIAL:** Order either machine, remit in 10 days or return—no obligation!

Consult your local distributor or WRITE for catalog on complete line: Automatic and Manual Tape Dispensers, Moisteners, Carton Openers, Safety Knives, etc.

**Seal-O-matic**

DISPENSER CORPORATION

Formerly Lipton Manufacturing Co.

Dept. SM-6, 169 Murray St., Newark 5, N. J.

Our 22nd Year!



MODEL 55  
similar in appearance  
for reinforced as well  
as regular tape

\$55.95

F.O.B.  
Factory

SENIOR 3" for regular tape

\$49.95

F.O.B.  
Factory

(Prices slightly higher West of Rockies)

... for more details check #22 on HELP-O-GRAM card.

# ALL CARGO MOVES FAST IN THE AIR



## BUT **P.S.\*** MAKES **KLM** AIR CARGO



## MOVE FAST ON THE GROUND, TOO!

**\*P.S.**—Personalized Service—is the reason more and more shippers look to KLM for fast, dependable Air Cargo transportation across the Atlantic. Every member of the KLM team—from Account Representative, Cargo Expediter, Cargo Handler, to the pilot of the plane—takes a personal interest in *your* shipment!

**Depend on KLM for space when you need it—3 All-Cargo flights each week plus daily Constellation service.**

SEE YOUR FREIGHT FORWARDER OR NEAREST KLM OFFICE

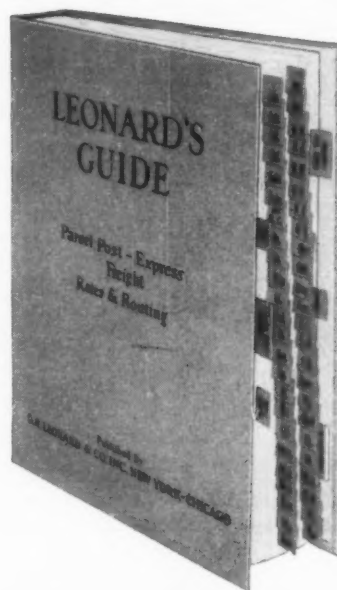
WORLD'S **FIRST** AIRLINE



... for more details check #19 on HELP-O-GRAM card.

# **RATES... and Routing**

*Right...in*



"THE SHIPPER'S  
CYCLOPEDIA"

## **PARCEL POST - EXPRESS - FREIGHT**

*As You Want Them*

WITH ADDITIONAL NECESSARY SHIPPING INFORMATION



*Write for a Descriptive Circular*



### **G. R. LEONARD & CO.**

121 North Wacker Drive, Chicago 6, Ill.

81 Madison Avenue, New York 16, N. Y.



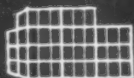
more

Wirebounds

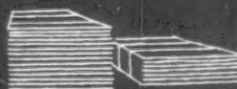
used in 1955  
than any previous year!

BECAUSE WIREBOUND BOXES AND CRATES

STACK BETTER



STORE BETTER



AND HANDLE BETTER



INSIDE OR OUT

IN ANY KIND OF WEATHER



NOTHING

TOO BIG

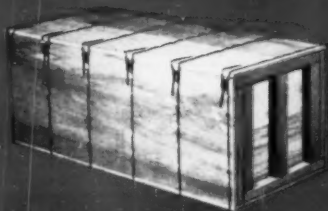


...NOTHING TOO HEAVY



NOTHING

TOO DIFFICULT, ALL AT A LOWER TOTAL COST!



INVESTIGATE WIREBOUNDS NOW!

Write on your letterhead for:

- ☐ A Sales Engineer To Call
- ☐ What To Expect From Wirebounds (booklet of general application) and/or Booklets of Specific Wirebound Application To
  - ☐ Materials Handling, Stacking and Warehousing Applications
  - ☐ Packing and Handling Heavy Loads

WIREBOUND BOX MANUFACTURERS ASSOCIATION

327 South LaSalle Street, Room 1159 Chicago, Illinois



# carpac

## A NEW CONCEPT IN PACKAGING CLOSURE SECURITY

**OUT-STRIPS ALL OTHER  
TAPES IN • STRENGTH  
• ECONOMY  
• EFFICIENCY**

**PROVEN BY EXTENSIVE TESTS  
AT INDEPENDENT LABORATORIES**

### **SUPER-STRENGTH**

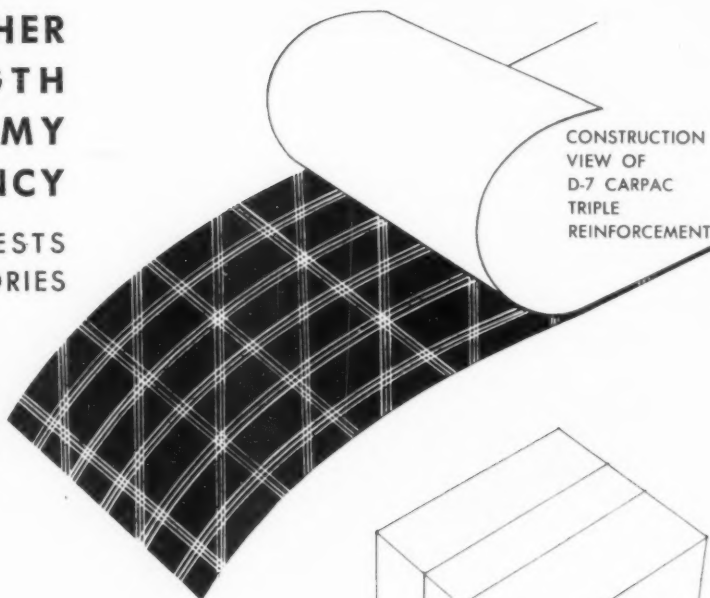
One-strip D-7 Carpac's scientifically devised glass fibre triple reinforcements along the length and across the tape in a two-way diamond pattern results in amazing, "never-before" strength.

### **CUTS LABOR and CONSUMPTION COSTS**

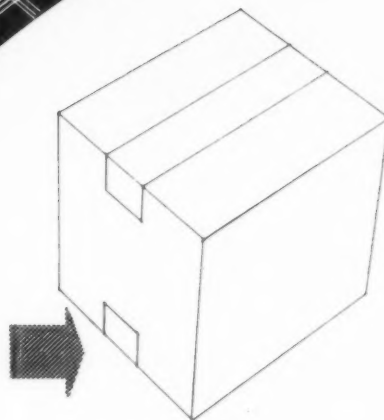
D-7 Carpac's one-strip sealing method assures packaging security with only  $\frac{1}{3}$  or  $\frac{1}{2}$  the amount of tape usually required. Additional labor saving is attained by far faster application through best quality animal glues.

### **INCREASED EFFICIENCY**

D-7 Carpac adheres instantly, is more flexible, moisture resistant and non-curling. Despite its closure strength, cartons sealed with D-7 Carpac can be opened easily without exertion or danger of damaging contents.



**TRIPLE REINFORCED  
ONE-STRIP SEALING  
TAPE SEALS FOR SURE**



**FULLY APPROVED FOR ALL TYPES OF SHIPPING**  
... and by the Official Classification Committee for  
Rail Shipment under rule 41.

*write for  
free sample*

**ATLANTIC** GUMMED PAPER CORPORATION  
1 MAIN STREET • BROOKLYN 1, N.Y.

BRANCH OFFICES: PHILADELPHIA • PITTSBURGH • CHICAGO • BUFFALO • BOSTON • HAVANA

... for more details check #24 on HELP-O-GRAM card.

# PACKING A PUNCH

JUNE, 1956

**MAINTAINING THE QUALITY** of service given by the trucking industry demands "qualified personnel and good facilities," Elmer G. Meyers, central division manager of the Interstate Motor Freight System, told members of the American Trucking Associations' Operations Council at its eighth annual meeting in Detroit last month.

"Good personnel," Mr. Meyers declared, "is by far and away the most important. Good personnel can many times make up for operating deficiencies or a lack of facilities, whereas it is mighty hard for the best of facilities to make up for incompetent and poorly trained help."

"Service does have many facets," he said, "To one customer, prompt pickup service is all important; to another, prompt delivery is necessary; to others, fast road transit time plus pickup and delivery are demanded. It is almost impossible to use the same rule of thumb in measuring the service needs of all of our customers. It is a fortunate carrier indeed who has employees smart and able enough to sense and measure the service needs of their customers and to follow through and see that those customers get just that plus."

Commenting on the training of employees, Mr. Meyers said, "I do not believe any set pattern can be followed. It depends on the person, the timing, the place, the conditions, and last but not least, the teacher or teachers. The amount of time which can be economically spent with these people is also a factor."

## IN THE TRADITIONAL BATTLE

to trim packing and shipping costs, new emphasis is being given to weight-saving developments as a result of the proposed freight rate increases which will add over seven percent to the cost of getting western products to market.

Commenting on the program for the 6th Western Packaging & Materials Handling Exposition scheduled for next month in Los Angeles, T. A. Schwarz, chief chemist and packaging expert of California Prune and Apricot Growers Association called attention to the freight tariff increase. "To remain competitive", he said, "producers will have to pick up this increase by trimming packaging weights and

(Continued on Page 33)

# shipping MANAGEMENT

Vol. 21—No. 6

COMBINED WITH

**PAYLOAD & The Air Shipper**

## CONTENTS

For Better Shipping .....	4
Packing A Punch .....	11
How To Control Packaging Costs .....	13
Seen At The Paper Trade Show! .....	14
72-Hour Delivery Schedule Maintained With Own Trucks .....	15
Short Hauls By Helicopter May Unkink Many Shipping Knots .....	16
PAYLOAD & The Air Shipper .....	19-22
Traffic Tower .....	23
New Products, Ideas and Services .....	24
Tuning In .....	25
News & Promotions of Companies & Associations .....	27

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A HOFFMAN PUBLICATION



this Gummed Tape  
smells good too!

THERE's an economic side to the characteristic, pleasant odor of STERLING, SUPREME and TROJAN IMPERIAL Sealing Tapes that is well worth your consideration.

Workers are only human. Give them a pleasant smelling tape to use and you are bound to decrease labor turnover in the packaging room, and, incidentally, secretaries no longer will object to sealing office packages. This is why Gummed Products' Laboratory technicians have gone to such pains to

develop a quick-sticking, strong adhesive with an agreeable odor.

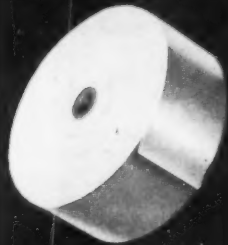
Besides the super standard STERLING SUPREME and the standard TROJAN IMPERIAL Sealing Tapes, The Gummed Products Company offers the user many special purpose tapes. Each is an outstanding tape of unquestioned quality. Ask the paper merchant who distributes Sterling or Trojan in your locality about them. He is your dependable source of supply for all your paper and tape requirements.

*Sterling Supreme*

Super-standard in quality  
Super-standard in efficiency

**Trojan Imperial**

The finest standard sealing tape  
on the market



**The  
GUMMED PRODUCTS  
Company**

A subsidiary of  
St. Regis Paper Company

Main Offices and Mills: **TROY, OHIO**—Sales Offices: Atlanta, Chicago, Cincinnati, Cleveland, Los Angeles, New York, Philadelphia, St. Louis, San Francisco—Distributors from coast to coast.

... for more details check #7 on HELP-O-GRAM card.



# How To Control Packaging Costs

By JOHN D. FARRINGTON, JR.  
Packaging Engineer, Jiffy Mfg. Co.



Mr. Farrington spoke at a recent meeting of the N. Y. Chapter of SIPMHE.

**WHAT IS REQUIRED PROTECTION?** Some say that if the package disintegrates in the ultimate consumer's hands revealing the merchandise in perfect condition, that is the optimum protection. That is true if the package is not required for further usage such as storage or consumer re-use. Others hold that the package and its contents must remain in perfect condition indefinitely. This view is shared by government packaging circles. Once the desired degree of protection is determined, the fact is there is no criterion existing for determining how much money will be spent for protection in the package.

## Cost Factors

To begin with, I believe that all packaging determinations should revolve around the element of cost. Whether you are discussing materials, labor, damage, shipping or any other activity connected with packaging, you inevitably bring the cost factor into play. Let's face it, protective packaging is not something everybody wants. It is an additional expense—a necessary evil. Once the inevitability of this necessary evil is accepted, we will arrive at the basic goal of all packaging people—that is to reduce packaging costs. And in order to reduce packaging costs effectively you must determine what goes into this cost.

I believe that packaging costs consist of six

fundamental components: 1. Material Costs, 2. Labor Costs, 3. Damage Costs, 4. Shipping Costs, 5. Handling and Storage Costs, and 6. The Consumer Acceptability Cost.

Each of these six components plays a role of varying importance with each package completed. As the situation varies and as the product varies, so will the relative importance of six cost factors vary. Sometimes, as in the case of military packaging, the damage cost is most important because, after all, who can calculate accurately the value of a man's life? Elsewhere, such as in a high volume mass production plant, the labor factor becomes most important. We all know that we must get the merchandise to the customer in acceptable condition in time for convenient usage

(Continued on Page 34)

## COMPARATIVE COSTS BARRIER MATERIALS:

CENTS Per SQ. FT.	SPEC.	GRADE	TYPE
45	JAN-B-148	✓	1
25	..	✓	2
26	..	✓	3
27	JAN-B-121	C	1
18	..	C	2
15	..	A	1
1	..	A	2

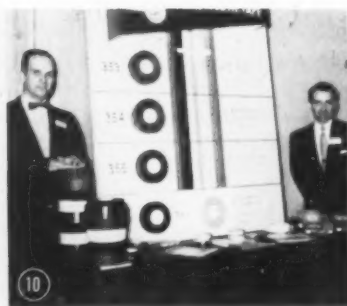
Here (note hand, lower left hand corner) is demonstration by Mr. Farrington of Comparative Costs of Barrier Materials set up in chart form for military specifications. Chart shows costs in cents per square foot at left, specs next, grade next and type of material in last column.



## Seen At The Paper Trade Show!

Our staff photographer took these pictures at the Paper Show of The National Paper Trade Association at the Waldorf-Astoria, New York, April 9-11, 1956.

- (1) Samuel Ortner, president, Seal-O-Matic Dispenser Corporation, displays latest models.
- (2) Nicholas Dales, partner, (left) and Robert H. Baumrucker, Chicago sales representative (right) of Hampton Manufacturing Co.
- (3) W. E. Wood, sales supervisor, Industrial Trades Tape Division, Minnesota Mining and Manufacturing Co. (left), and Stanley Kermish of SHIPPING MANAGEMENT.
- (4) Les James of Better Packages, Inc. demonstrates one of newest automatic gummed tape dispensers in action.
- (5) In headquarters of Gilman Paper Co., l-r: Charles Mittelman of Gilman; M. Kooner of Majestic Paper Twine Co.; Marshall Hirsch of Fulton Paper Co.; and Ken Rawson of Gilman.
- (6) Executives of Sherman Paper Products Corp.: J. M. Langr, industrial field sales manager; President George Sherman; George Flanigan, manager, industrial division; and Morton Sherman, assistant to president.
- (7) Howard Murgatroyd, division sales manager of McLaurin-Jones Company.
- (8) Don Jagoda, advertising manager, and David Mazer of Hudson Pulp & Paper Corp.



- (9) Representative of Derby Sealers, Incorporated, explains features of gummed tape dispenser.
- (10) C. Gregg Geig, Merchandising Manager, (left) and Alvin G. Townsend of Dutch Brand Division, Johns-Manville Corp.
- (11) Max Peerce (left) and Stanley Stutz, vice president in charge of sales, of Technical Tape Corporation.
- (12) G. A. Fitzgerald, vice president for sales, Permacel Tape Corp.
- (13) Representative of St. Regis Paper Company.
- (14) Dennison Manufacturing Co.: K. S. Buelard, eastern division sales

- manager; C. M. Hastings, merchandise manager; and C. W. Hayden of Auburn, Me., a sales prospect.
- (15) Stuart E. Thompson, sales manager, of Central Paper Co.; Harry Elias, Elias Co.; and Frank Rice of Central.
- (16) Shelton Manufacturing Co.: Nat Nierenberg, Howard T. Shane and Jerry Klein.
- (17) Henry Katz of Jet-Pak, Incorporated
- (18) Mr. & Mrs. J. L. May of J. L. May Company, Incorporated.
- (19) Fred Rothschild of General Gummed Products, Inc.





After corrugated boots have been applied along sides, top and bottom of a jalousie door, employees of Stephen Laurie Mfg. Co. tie wire around the boots and staple it as in photo at left. Knock-down doors are sent out in telescoped cartons as shown at right. Shipping employees steel strap these cartons.

## 72-Hour Delivery Schedule!

### That and Record Low In Loss and Damage Achieved By Company Shipping In Own Trucks

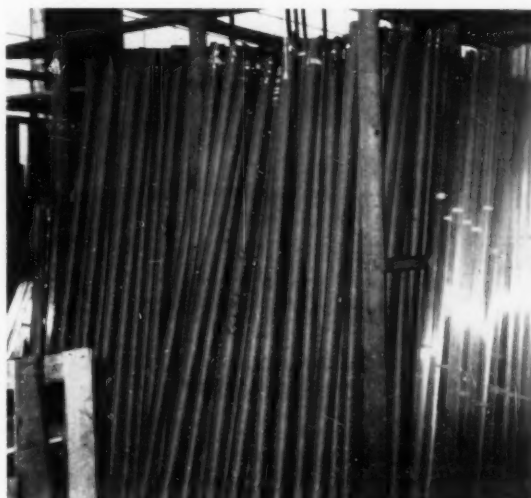
BY OWNING AND OPERATING its own trucks to transport 90 percent of its shipping volume, Stephen Laurie Mfg. Co., manufacturers of aluminum combination storm windows and doors, has been able to build all of its operations around a 72-hour delivery schedule. A record low in loss and damage, maximum plant efficiency, significant savings in time and labor costs, higher production and sales volume, and better relations with retail home improvement dealers are the major advantages which have accrued from this delivery policy.

"Our customers always know that they can expect delivery within three days after we receive the order," said Edwin C. Scoblink, vice president and partner of the company. "Only the worst unforeseen weather conditions can upset the schedule. All of our factory production is geared to this objective so that the order can be shipped on time to arrive on time." Schedules showing specific dates on which the trucks will arrive in various cities are in the hands of receivers. Thus, the truck routing is well organized and avoids duplications and time wastage. Shipping jam-ups are practically non-existent as far as Stephen Laurie is concerned.

Because each of the four Laurie trucks goes to one particular area during each trip, the public carriers' practice of numerous local stopoffs does

not prevail, and as a result, loss and damage have been reduced to a minimum. The doors and windows arrive at their destination in almost the same condition as when they were initially placed in the truck, Scoblink said. Generally, the products are semi-wrapped in corrugated boots and connected tightly to the sides of the truck by

*(Continued on Page 28)*



Above photo shows expanders packed in tubes awaiting shipment. These expanders, which are used mainly in doors, are first bound together with pressure-sensitive tape, then wrapped and tubed.

# Short Hauls By Helicopter May Unkink Many Shipping Knots

By LUCIEN ZACHAROFF

**INCREASING NUMBERS OF TRAFFIC** managers and other shipping executives are discovering the unique usefulness of that child prodigy of aviation, the helicopter. The roster of commercial and industrial employers of this newest of vehicles for the carriage of the world's goods already reads like the social register of American business. Even more significantly, it includes many a company name from the middle- and small-business brackets. This indicates that there are numerous occasions under today's business conditions when regular and or emergency resort to rotary-wing transportation can pay off to the traffic-management community.

In the United States and Canada, in England and on the Continent, and elsewhere, progressive shippers who are on the lookout for likely improvements in service to their customers or for penetration of otherwise inaccessible markets, are turning to the versatile helicopter, which over short hauls affords striking opportunities by comparison with other forms of shipping, including the conventional fixed-wing aircraft.

Consider the metropolitan New York area alone. This would include New Jersey and New England districts served by New York Airways, a helicopter airline. A small cross-section of regular

NYA customers would disclose names of virtually all automobile plants in New Jersey, of aircraft manufacturers in Connecticut and on Long Island (who ship parts), of toy makers, food processors, international freight forwarders, practically every transcontinental and transatlantic air carrier. But see for yourself: Emery Air Freight Corp., Hyatt Bearing Co., Avien, Eastman Kodak, Home Rubber Co., E. R. Squibb & Sons, Robert Reilly & Sons, American Cyanamid, Western Electric, Air Express International, American Express Co., Birds Eye Food Co., Sikorsky, Loucap, Republic Aviation. There are much too many others for any truly representative listing herewith.

Still in their infancy, rotary-wing carriers are more or less eager to boost their cargo traffic, but like the older, fixed-wing operators, they are devoting most of their attention to the cultivation of immediately lucrative passenger carriage. This tendency is somewhat forced on them by temporary circumstances beyond their control, such as the current absence of appropriate commercial-helicopter designs, of adequate numbers of heliports, and so on. Nevertheless, their effort and thinking are often forcefully steered into cargo-carrying channels for at least three good reasons visible to this writer:



Cabins of helicopters now in use commercially can hold considerable cargo, but new, up-coming helicopters will carry considerably more



than half-filled hold shown above. Loading shot at right is typical of today's operations. Note mail bags and boxes awaiting loading.





This shot is particularly rare, as the number of helicopters currently in the air over New York area skies is so small that two 'copters

on the ground simultaneously loading and unloading cargo required an especially alert photographer.

1) Their very existence, at least in this country, hinges in the pioneering stages on government subsidy and Post Office contracts for mail transportation. This means experience in developing conditions conducive to accommodating inanimate payloads.

2) Unhampered by private-enterprise profit-and-loss considerations, the military have blazed new trails in logistics by employing and, indeed, monopolizing the most advanced helicopter designs in World War II, in the Korean conflict, and steadily in peacetime, proving the incomparable advantages for delivering supplies by VTOL (vertical takeoff and landing). These military accomplishments are a certain forerunner of similar applications and further development by commercial interests when the helicopter models now exclusively fed to the armed forces are released to the industry. This pattern was followed in the use of conventional cargo-plane designs—first to the military, as soon as possible to commerce and industry.

3) Partly for the two reasons just stated and partly due to the always-present demand from the more enterprising sectors of business for speedier deliveries, for expansion into new markets, and thanks to a variety of other factors, helicopter producers and operators are showing broader awareness of the need to adapt their machines to the requirements of the shipping public.

Among the helicopter operators, most extensive experience with cargo has been recorded by New York Airways, which went into business in October, 1952, by opening mail service between The Port of New York Authority airports in the New York-New Jersey Port District. Three months

later, it was offering the world's first scheduled helicopter freight service. Within three years, its fleet has grown to five S-55s, with a payload of 1,200 lbs. each, serving suburban communities within a 50-mile radius of New York. The places served include Stamford, Bridgeport, Norwalk, White Plains, Nyack, Pearl River, Yonkers, Teterboro, New Brunswick, Trenton. New York's airports are linked by a helicopter shuttle flight every 45 minutes.

The actual station-to-station trips are of a startlingly brief duration, when contrasted with time consumed by trucks, taxicabs, railroads or subway (if available at all). Thus, NYA helicopters deliver freight, express, mail, passengers between the La Guardia and New York International airports in 10 minutes, between La Guardia and Newark in 17 minutes.

Faster helicopters with much higher payloads are on the way. Planned for delivery and initial service in late summer or early fall of 1956 are some of the seven Sikorsky S-58s ordered by NYA late last year. Their introduction will signify an increase in cruising speed from 85 to 105 miles an hour and in lifting ability from 1,200 to 4,000 lbs. Schedules will become even more attractive, probably providing for half-hourly departures.

To exporters, importers, and other shippers and consignees it will mean still better service, even if passengers continue to dominate space available and to figure most prominently in the carriers' revenue picture. The gap between passenger and cargo revenues is apt to narrow, as has been the case with fixed-wing airlines. Cargo statistics will definitely take a spurt from last year's

more than 473,000 lbs. of freight and almost four times that amount of express lifted by NYA.

The helicopter has relieved the headaches of both the airlines and shippers plagued with surface traffic congestion in and about New York City. Delays have often risen to three hours in transit time between Newark and Idlewild airports. Bypassing the traffic bottlenecks at the district's several bridges and tunnels, the helicopter not only spans the distance in 17 minutes but is frequently the sole means of making international and transcontinental flight connections, if 24-hour or longer delays in ultimate delivery time are to be avoided.

How an alert shipper benefits by such a service is illustrated by a world-famous manufacturer of photographic equipment. The firm's traffic manager had seen a newspaper reference to the helicopter shuttle and telephoned for details relevant to his operational problems, of which a huge one was the chronic delays in inter-airport transfer of air shipments. Now, his daily shipments reach Newark Airport for a hop via the helicopter to Idlewild where they are loaded aboard the transatlantic air transports - after that easy elimination from their itinerary of overcrowded parkways, bridge entrances, and downtown New York's teeming streets.

### Emergency Service

Regular or emergency service by the aerial eggbeaters saves the day. A large New Jersey automotive plant, employing 4,000 people, was threatened with a shutdown of its production line for the lack of 245 lbs. of parts which were due at Idlewild an hour before they would be needed at the plant. The traffic manager's SOS to NYA resulted in a direct delivery of this vital shipment about 30 minutes after arrival at Idlewild.

It is worth emphasizing that important as the emergency shipments by helicopter have been in the cases of threatened and unpleasantly expensive shutdowns of production lines, such life-and-death deliveries constitute only a small percentage of the freight work performed by the rotary-wing aircraft.

In the long run, it will matter more that traffic managers have had placed at their disposal for regular use inter-airport transfer and suburban delivery facility which cuts the en-route time of their merchandise by as much as 36 hours in many instances. This has already been discovered by a factory in Pearl River, N. Y., which produces woven labels for industry; this firm has trimmed its inventory costs by having its materials delivered daily from New England to La Guardia



Here stewardess of transshipping airline poses between helicopter pilot and live cargo. The helicopter got the donkey to destination on time!

Airport and thence by helicopter to Pearl River.

A caterer at La Guardia, in order to deliver canapes to an outbound overseas flight used to dispatch a truck at least three hours before the flight departed from Idlewild. When the helicopter shuttle was started, he hesitated about using the tempting 10-minute service for fear that the slightest jarring or drop would upset the contents of his trays. The increasing annoyances of surface transportation persuaded him to experiment. His shipments have now been helicopter-carried on a daily basis for over a year, without even a solitary damage claim at this writing.

### Cutting Transshipping Time

One of Newark's largest department stores compared the freight-flying time of about eight hours from the West Coast to Idlewild with the surface delivery time from Idlewild to the store which was often as long as 24 hours because of trucking schedules, and decided to turn to the helicopter shuttle. Now, the consignments reach the store within an hour of unloading at Idlewild.

Astute traffic managers, while recognizing the expeditious ways of freight by helicopter, may wonder what the costs of this unprecedentedly rapid service may be. They surely know the likely losses to the company whose shipments are delayed, say, 24 hours. They should weigh these losses against the inter-airport helicopter shuttle rate of 3 cents a pound, with a minimum charge of \$1.50.

If the airlines' sales talk sounds too enthusiastic, the interested but still unsure traffic managers may do well to consult their numerous colleagues

*(Continued on Page 26)*



COMBINED WITH

**shipping  
MANAGEMENT**

and *The Air Shipper*

## Routes ★ Services ★ Schedules

● THE TWO COAST-TO-COAST ALL-CARGO scheduled airlines, The Flying Tiger Line and Slick Airways, have become part of the nationwide Air Express network through contracts just signed in New York with Railway Express Agency. Almost immediately the 102 daily flights of the two carriers were added to the more than 10,000 flights a day now carrying air express to a total of 1,800 airport cities. FTL and Slick were authorized to carry air express for the first time by a decision of the Civil Aeronautics Board in March when their cargo certificates were renewed for a period of five years. (As reported in these pages previously, Riddle Airlines, serving east coast, midwest, and Florida points, became the first scheduled all-cargo carrier of air express on Feb. 15, following CAB authorization granted last November.)

● AIR FREIGHT AND PASSENGER TRAFFIC is booming in French Equatorial Africa. Freight arrivals and departures, mail excluded, rose from 8,119.8 and 8,151.9 tons in 1953, to 13,974.2 and 13,301.2 tons in 1955, according to a recent issue of Statistique Generale. The immense distances and natural barriers to land transportation make aviation an urgent necessity in many parts of French Equatorial Africa. Because of the importance of meat shipments, Fort-Lamy is the leading airport for freight. Other busy airports in 1955 were Brazzaville, Libreville, Bangui, and Pointe-Noire.

● TO DEVELOP PLANELOAD CHARTER TRAFFIC in cargo and passengers, the Aircoach Transport Association has opened a midtown Manhattan office, at 130 West 42nd St.; telephone CHickering 4-7470.



★ THIS GIANT DOUGLAS C-133A, largest military transport now in production (details in our earlier issues this year), has hung up a testing record during the past month as formidable as its size. The logistics carrier has flown 10 times in its first month of operation, most recently remaining aloft for six hours and 30 minutes. During the testing, the C-133A has lifted its design gross weight of 255,000 lbs. and has logged a total of 30 hours flying time.

Whitney Bowles is manager for New York. He has pointed out that one telephone call to his office determines availability of aircraft from more than 30 ATA member airlines. There is no charge for the service of bringing the would-be charterers together with the airlines for flight arrangements.

● FROM ONE TO SEVERAL TONS OF CARGO is carried on each passenger flight of Swissair between New York and the principal points in Europe and the Near East, in addition to the all-cargo flight on Sundays to Zurich, via Manchester and Basel, according to Werner Sailer, U. S. cargo traffic and sales manager.

PAYLOAD & The Air Shipper is published twice a month—once as a section of Shipping Management and again as a separate newsletter from SM. Lucien Zacharoff, Editor and General Manager. Address news and editorial communications intended for Payload to G.P.O. Box 775, Brooklyn 1, N.Y.; telephone ULster 5-2240. All other business communications should be sent to Shipping Management magazine, 425 Fourth Ave., New York 16, N.Y.; telephone MUrray Hill 3-6280-1.

# Rates ★ Tariffs ★ Commodities

● **EFFECTIVE JUNE 14, THE SPECIFIC COMMODITY rates tariffs of Trans World Airlines** will include the following, between New York and Gander: **Fish and/or seafood** (not elsewhere specified), 27¢ per kg.; minimum shipment weight 225 kgs.

● **CARGO RATE REDUCTIONS UP TO 50%** are being introduced by **Pan American World Airways**, applying to shipments moving from **Panama** to **Central America** (general cargo) and to certain specific commodities from **Panama** to **Miami**. The cuts are in line with PAA's policy of encouraging growth of commercial activity in the **Colon Free Trade Zone**. Largely thanks to the business generated through the Zone, **Colon** is one of the major cargo cities on the airline's network (in 1955, some 2,202,450 lbs. were dispatched from the **Colon Free Trade Zone** via PAA, making it 12th on the list, just behind **Paris** and ahead of **Manila** and **Havana**). Some of the commodities to which reduced rates apply are **autos, drugs, chemicals, radios, cosmetics, office appliances, electric machinery** and **household goods**.

● **EFFECTIVE JUNE 13, THE SPECIFIC COMMODITY rates tariffs of Scandinavian Airlines System** will include the following additions or changes, between **New York/Boston** and points shown, with minimum weight per shipment of 100 lbs. **Cutlery**, not elsewhere specified, **Malmö**, 62¢ a lb.

\* **Business and office machinery and supplies, machinery** (excluding steamship and motorship machinery spare parts) **tools and surface vehicles**, not elsewhere specified, **Benghazi**, 95¢; **Tripoli**, 85¢. \* **Household goods and personal effects**: (a) **household goods used**, not for resale, (b) **personal effects consisting of wearing apparel, cosmetics, toilet articles and articles worn by an individual, used, not for resale, when in mixed shipments with the commodity named in (a) above**, **Ankara**, 71¢ a lb.

**ALSO OVER SAS, EFFECTIVE JUNE 4: Business and office machinery, between Montreal and Stuttgart**, 60¢ a lb., minimum weight 100 lbs.

● **SPECIFIC COMMODITY RATES TARIFFS of Trans World Airlines** include the following recent additions or changes between **New York/Boston** and points shown - minimum weight 100 lbs.: **Pens and pencils, Beirut**, \$1.06 a lb. \* **Cloth** (bolt or cut to shape), to **New York only, from Bombay**, \$2.58 per kg., minimum 45 kgs. \* **Essential oils, applies to New York only, from Bangalore**, \$2.15 per kg., minimum 100 kgs. \* **Leather and leather manufactures, not elsewhere**

**specified, Barcelona or Madrid**, 56¢ a lb. \* **Leather products, excluding wearing apparel, to New York only, from Cairo**, \$2.21 per kg., minimum 45 kgs.

● **THE SCHEDULED INTERNATIONAL AIRLINES** are meeting at **Cannes, France** (since May 29) for about three weeks to project the worldwide pattern of rates and fares agreements two years into the future. The **International Air Transport Association Traffic Conferences** are forced to meet four months earlier this year than usual by the **U.S. Civil Aeronautics Board's** differences with all other participating governments over continuing the current tariffs applicable to the **North Atlantic and Pacific routes** until the end of the fiscal year, next **March 31**. CAB wants to terminate these agreements by **Sept. 31**. Attempts at **Cannes** to reconcile the differences and meet other CAB criticisms will have literally global repercussions, as the world's air routes are closely interrelated and because agreements between governments on the exchange of commercial flying rights are largely predicated on the existence of mutually satisfactory fares and rates. Conference recommendations must eventually satisfy as many as 50 governments which feel their interests are involved in one way or another.

● **EXAMPLES OF ITS RATES FOR NEW deferred freight service** have been quoted by **The Flying Tiger Line**: for 100 lbs., 1,000 lbs., and 3,000 lbs. respectively - **Los Angeles to New York**, \$13.50, \$130.50, \$349.50; **New York to Chicago**, \$5, \$49, \$141; **New York to San Francisco**, \$16.75, \$160.50, \$432; **Seattle to Boston**, \$14, \$137, \$369. This service offers three- and four-day delivery, as against overnight for first-class freight.



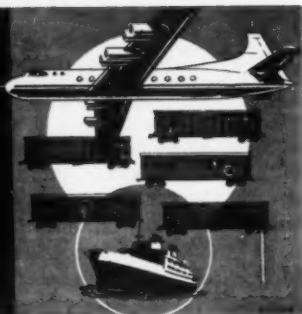
● **AN 'AIR BRIDGE' TO CARRY AUTOMOBILES** over the **Baltic** between **Malmö, Sweden, and Lübeck, Germany**, has been proposed, according to a report from **Malmö**. The plan's German originators are said to be negotiating with an English carrier, **Silver City Airways**, and hope to begin operations this month. Aircraft used on this service would lift a payload of either two automobiles or 10 to 12 passengers. Rates apparently will be competitive with those on the **Trelleborg-Travemünde** ferry route.



## AIR TRANSPORT SAVES TIME

The aircraft industry has revolutionized military logistics through the design and production of great cargo aircraft capable of supporting major military operations by air.

One new U. S. transport transport aircraft (1) can carry the load of five medium freight cars; (2) has the cargo potential of a 7,000-ton ship through its ability to shuttle rapidly back and forth across the country; (3) can carry a 50-ton load for distances up to 1,000 miles and 25-ton loads for more than 4,000 miles.



## Financial Intelligence

• **NET INCOME OF \$1,946,195, EQUAL TO \$2.43 a share,** was reported last week by **The Flying Tiger Line** for the nine-month period ending March 31, 1956, compared to a deficit of \$282,236, or 41¢ a share, for the same period a year ago. Net income was produced primarily through gains from the sale of equipment. Operating results, which were about on a break-even basis for the period, should result in an operating profit in the last quarter of the fiscal year ending on June 30, 1956, FTL President Robert W. Prescott has informed the stockholders. Operating revenues of \$15,776,237 for the nine-month period were 74% higher than those for the same period last year. The carrier experienced a net loss of \$66,518 on operations but showed gains of \$1,635,016 from the sale of older equipment, which will be replaced by 10 Super Constellations next spring, and of \$332,697 from the excess of insurance proceeds over the book value of aircraft lost. Also, a reduction of \$45,000 in federal income taxes through accelerated amortization was estimated.

• **BASED ON STUDIES INDICATING** that the needs of **Braniff International Airways** do not require the present sale of the number of shares formerly planned, the company is revising its previously announced financial program involving the offering of additional shares of its common stock to its shareholders. The number of such shares will be materially reduced and the offering date is expected to be later than June 5, 1956, as previously planned.

✂

• **THE FEDERAL REPUBLIC OF GERMANY** became the 68th member state of the International Civil Aviation Organization on June 8, 30 days after its instrument of adherence to the Convention on International Civil Aviation was deposited.

## People & Places

• **RECALLED FROM A SPECIAL ASSIGNMENT** in the Civil Aeronautics Board's Bureau of Safety Investigation to resume duties of Chief of Public Information: **Edward E. Slattery, Jr.**

• **AN ORGANIZATIONAL CHANGE** at **The Flying Tiger Line**: **George T. Cussen**, vice-president in charge of air freight sales, takes over direction of the sales staff of the contract division, while **Frank B. Lynott**, vice-president of air freight operations, assumes direction of the operations staff of the contract division.

• **APPOINTED REGIONAL SALES MANAGER** in a new eastern sales region for **Braniff International Airways**: **H. H. Murphy, Jr.**, with headquarters in New York City. The new region extends from Canada to Miami and west to Detroit and Nashville. Succeeding him as district sales manager for New York, New Jersey, Pennsylvania and New England: **Norman D. Kidd**.

• **RETIRING AS OPERATIONS DIRECTOR** for the **British Overseas Airways Corp.**: **Sir Victor Tait**.

• **NAMED TO THE NEW POSITION** of assistant general manager of **Bendix Aviation Corporation**: **Vernon D. Hauck**.

## Parcels & Letters

• **ARTICLES INTENDED FOR DELIVERY** in **Formosa** should show the province and country of destination as 'Taiwan, Formosa, China', according to the Post Office which has been receiving too many addressed to Taiwan, Formosa, Japan. These will henceforth be returned to senders for correction.

• **THE DEPARTMENT OF COMMERCE** has established a new general license, designated as **GLSA**, which permits the mailing of commercial shipments of certain commodities to the following countries: **Albania, Bulgaria, Czechoslovakia, Estonia, Germany (Soviet Zone, including Soviet Sector of Berlin), Hungary, Latvia, Lithuania, Poland, Rumania, U.S.S.R. (except Maritime Province).** Interested shippers may obtain information as to commodities exportable under this general license, and other conditions governing its use, from the Department's Bureau of Foreign Commerce in Washington or from any of its field offices (in New York, at 110 E. 45th St.).

# Equipment Trends & Orders

● A PREDICTION ABOUT AIR-CARGO CARRIAGE of a foreseeable future has been made in California by Hall L. Hibbard, vice-president and general manager, Missile Systems Division, Lockheed Aircraft Corporation. He said that 'we will see freight rockets for premium express. The slow freight will go by prop-jet at rates that will be lower than any of today's methods, but if you're in a hurry for something from New York, or if you want to send an iron lung to the Klondike, it will take only minutes.' Missile mail will also take packages and letters across the nation or around the world at tremendous speeds, he promised.

● A NEW FLEET-WIDE INSTALLATION of anti-skid devices has been announced by National Airlines. Called the Decelostat Controller and produced by the Westinghouse Air Brake Company, the equipment is designed to prevent skidding on icy or wet runways. It also reduces undue tire wear and blowouts resulting from wheel skidding. The device has been tested by National for over two years before the decision to have it on all its Convair 340 and 440 Metropolitans.

● ACQUISITION OF MORE AIRCRAFT, preferably four-engined equipment suitable for both cargo and passenger work, is contemplated by the Lebanese carrier Air Liban. The airline will welcome quotations from U.S. manufacturers and sup-

pliers, including suggestions for financing the purchase. It is located in Beirut.

● THREE MORE CONVAIR METROPOLITANS have been ordered by Swissair, bringing the total on order to 11. The first is due to arrive in Switzerland this month, and six more during the summer. The Metropolitans will be used on medium-length routes in Europe.

● INTERNATIONAL AND DOMESTIC AIRLINES are betting to the tune of more than three billion dollars on an unprecedented future growth of freight and passenger air transportation, it will be disclosed in the forthcoming issue of Esso Air World. The publication reports on its survey of commercial airline orders for new transport equipment. Slated for delivery during 1956 through 1958 are 546 piston powered aircraft, both medium and long-range types. To be delivered to commercial airline customers between now and 1960 are 519 propeller turbine transports. The survey shows 226 long-range pure jet transports on order and to be delivered in 1958, 1959, and 1960. Despite the clear dawn of the air jet age, firm orders for the piston powered planes, as tabulated by the survey, indicate that this type is far from being obsolescent and that it is apt to continue in the airline service for at least a decade.

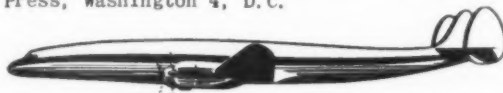
## Traffic Statistics

● THE CARGO AND PASSENGER HELICOPTER AIRLINE, New York Airways, has - as of April 1, 1956 - flown in excess of 1,193,212 schedule miles in 20,914 revenue hours, has hauled 7,676,468 lbs. of mail, 1,047,599 lbs. of freight, and 2,207,159 lbs. of express. It has carried more than 38,070 scheduled passengers, 3,720 of whom were flown in May, making it NYA's record month.

● CARGO TRAFFIC THROUGH FOUR NEW YORK region airports (La Guardia, N.Y. International, Newark, Teterboro) during April (in lbs.): scheduled domestic freight - 15,510,000, express - 3,459,500, air mail - 4,201,000, first-class mail - 1,606,700; scheduled overseas freight - 4,757,200, mail - 1,414,100; helicopter (for March) freight and express - 231,400, mail - 104,000.

## Two Useful References

● ALL INTERESTED IN AVIATION'S PROGRESS will find much of value in the current editions of two official annual publications of the Aircraft Industries Association - **The Aircraft Year Book** (479 pp.; \$6) and **Aviation Facts and Figures** (103 pp., paperbound; \$1). The Year Book offers a thorough resume of civil and military aviation developments, a photographic review of outstanding events, a directory of information sources, executives, statistics, chronology, agencies. Facts and Figures treats of airlines and transportation, helicopters, finance, exports, labor, research, and many, many other significant subjects. Both books are obtainable from Lincoln Press, Washington 4, D.C.



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MEN — METHODS — MATERIALS

## Traffic Tower

ASSOCIATED TRAFFIC CLUBS OF AMERICA has announced the winners of its annual essay contest. The winner favoring a change in the National Transportation Policy was Harry G. Crafts of the Dallas Transportation Club. The winner opposing any changes was Fritz R. Kahn of the Traffic Club of Washington, D. C.

TRANSPORTATION CLUBS of Decatur, Ill., and Springfield, Ill., will hold a combined Spring outing on June 12 at the Oakcrest Country Club of Springfield. Golf will be the order of the day.

PACIFIC TRAFFIC ASSOCIATION will devote its June 12 meeting to a discussion on air lines, freight forwarders, foreign and domestic customs house brokers. Dell A. Bennett is directing arrangements.

TRAFFIC MANAGERS' INSTITUTE announced that it is making available for home study its Spring course in Motor Transportation. Such subjects as terminal and over-the-road operations, safety, insurance, labor, O S & D and claim procedures are treated. The teaching material - consisting of lectures, quizzes, rate problems and case studies - has been compiled by well known trucking executives. The course comprises 26 assignments.

SOUTHEAST TRAFFIC CLUB of Los Angeles held its annual picnic on June 9 at Streamland Park, Pico, Calif. Dan Connell of Western Air Lines was chairman.

LOS ANGELES TRANSPORTATION CLUB heard a talk by Frank E. Kalbaugh, general manager of Southern Pacific Pipe Lines at a recent meeting. His subject was the new \$34 million petroleum pipe line between Los Angeles and El Paso, Tex. V. F. Frizzell, freight TM of Southern Pacific, was chairman.

METROPOLITAN TRAFFIC ASSOCIATION of New York held a Shippers' Night program May 10. The speakers were: Walter Cabot, general TM, Johnson & Johnson Co.; and P. C. George, assistant chief inspector, Bureau of Explosives, Association of American Railroads. Al Clodfelter was chairman. The group is now planning its Family Outing for July 28 at Mazda Brook, N. J.

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brings you a...*

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Foot Power  
Stapler  
for Carton  
Stapling*



**Easily Portable!  
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**QUALITY  
PLUS  
LOW PRICE**

This all-steel footpower stapler is a "must" for all shipping rooms, large or small. Easy foot pedal action drives and clinches Duo-Fast Staples in one operation. Cartons are securely stapled.

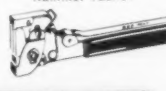
Model FB-Bottomer shown above has post for stapling bottoms of cartons. Model FA-Arm Stapler has straight arm for use on telescopic boxes, and carton work of that type.

### Other Models for the Shipping Room

Gun Tacker

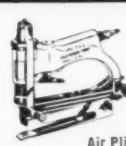
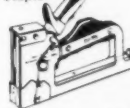


Hammer Tacker



**Write for Complete Story!**

Outward Clinch  
Stapler



Air Plier

**DUD-FAST**

**FASTENER CORPORATION**

860 Fletcher Street, Chicago 14, Illinois

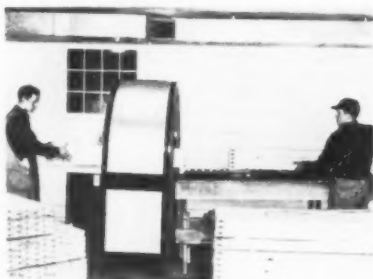
... for more details check #9 on  
HELP-O-GRAM card.

# NEW PRODUCTS IDEAS SERVICES

→ FOR JUNE, 1956

## Strapping Machine

More than 700 straps can be applied per hour with the new high-speed electric girth strapping machine now available from Permacel Tape Corporation.



Capable of strapping, bundling, reinforcing and compressing on an assembly line basis, the 401 strapper can handle packages up to 12" x 12" with no limit on length. The machine is powered by a 110 v. single phase AC  $\frac{3}{4}$  H.P. electric motor. Tape application is single wrap with overlap.

(Check #43 on card facing Page 4).

## Electronic Tractor

No operator is required to drive the "Guide-O-Matic," an electronic industrial tractor developed by Barrett-Cravens Co.



A guidance receiver on the tractor receives electronic signals from a guide wire placed below the floor, overhead or under a tape laid on the floor. The receiver guides the

tractor left or right and controls starting and stopping.

The Guide-O-Matic can pull up to 67,000 pounds of freight at a top speed of six miles per hour, the company said. It not only relieves manpower for other duties but also eliminates the danger of running off course and striking merchandise. It is equipped with hand controls for conventional battery-powered tractor use.

(Check #44 on card facing Page 4).

## Air-Time Calculator

Travel time between any two points in the world can be computed in a matter of seconds by means of the Lovelace Elapsed Time Calculator, just invented by George Lovelace of Pan-American-Grace Airways.

This instrument is a chronoscopic slide rule made up of a series of four numbered plastic discs graduated in size from eight to four inches. Manipulation of two discs will compute elapsed time in terms of Greenwich Meridian Time, Local Standard Time, Local Daylight Time or any combination. Adjustment of time for each 15 degrees longitude and for crossing the International Date Line is also provided for.

(Check #45 on card facing Page 4).

## Plastic Package

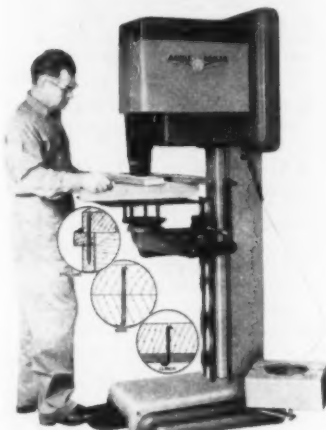
Padding, wadding and outside protective containers are done away with through use of a new crush-resistant foam plastic package just introduced by Ambassador Plastics & Manufacturing Corporation.

This package is custom-molded to fit the product which nestles snugly in the cushioned interior. The company states that packaging labor can be cut as much as 75 percent and that shipping costs can be reduced because of the light weight. Other features claimed for this package are: High compressive strength; high insulating ability; waterproofness; resistance to grease, salt-spray, fungus, vermin, chemicals and rust; and greater protection against damage.

(Check #46 on card facing Page 4).

## Power-Driven Nailer

With the addition of its newest model, Hercules-9, the Auto-Nailer Company now has a range of 5 automatic, power-driven nailers ranging in utility from the nailing of the most delicate moulding, in nailing 2 by 4's and heavier stock. The nail sizes range from 20 gage to 13 and lengths from  $\frac{1}{4}$ " to 2 $\frac{3}{4}$ ". The work areas range from 9 $\frac{3}{4}$ " to 35" height and from 2 $\frac{3}{4}$ " to 15 $\frac{1}{2}$ " depth.



The nails are cut from a reel of special high-tensile strength wire of special steel, deeply knurled for increased holding power. The new Hercules 9 model dispenses its wire from an expendable carton. Blunt, needle-point or headed nails can be cut. The new machine has controls which permit quick changes in type of work, height of anvil table, length of nail, countersink or flush. A close-to-edge nailing device permits the operator to drive the nail curved instead of straight.

(Check #47 on card facing Page 4).

## Pressure-Sensitive Tape

General purpose, high temperature and stain-resistant masking tapes for general industrial use are in the new

(Continued on Page 31)





## TUNING IN



### Western Packaging M-H Show in L. A. To Survey New Stages in Automation

Many new developments in materials handling will be shown at the 6th Western Packaging and Materials Handling Exposition scheduled for July 10-12 at the Pan Pacific Auditorium, Los Angeles. At presstime, more than 150 companies had already leased booths to exhibit their products.

The show, being staged by Clapp & Poliak, Inc., will feature such new marvels of automation as driverless industrial trucks, polyethylene bag sealers and lineal footage counters. Charles E. Jones, president of the Western Packaging Association, predicted that the exposition "will be the most widely attended show of any held in the West."

### SIPMHE Plans 4-Day Exposition In October At St. Louis

The 11th annual SIPMHE Protective Packaging and Materials Handling Exposition in St. Louis next October will be held for four days, instead of the three days originally planned. The exposition dates will be Monday through Thursday, Oct. 21-24, inclusive, at hours not in conflict with those of the noted technical short course that will be sponsored by St. Louis University.

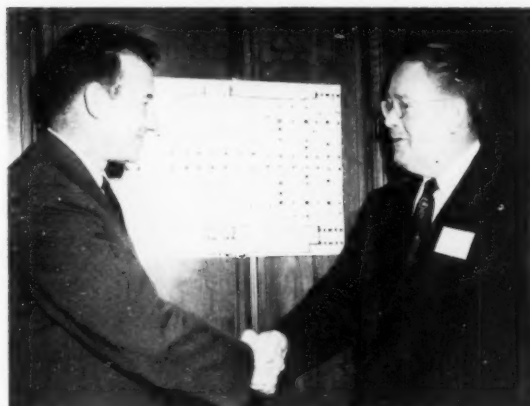
C. J. Carney, Jr., managing director of SIPMHE, announced that short course sessions will be held only in the mornings, except on the final day, so that all attending the short course will have ample time to visit exhibits. Exposition hours, he said, will be 12 o'clock noon to 6 p.m. on Monday and Wednesday, noon to 9 p.m. on Tuesday, and 10:30 a.m. to 3 p.m. on Thursday, the closing day.

### Plans For Promotion

Representatives of the SIPMHE advertising committee outlined plans for aggressive and intensive promotion designed to make this year's exposition the largest SIPMHE ever has presented, both in number of exhibitors and attendance. The committee consists of R. A. Ornberg, General Box Co.; R. M. Snodell, Acme Steel Co.; C. H. Carlson, Signode Steel Strapping Co., and Bernard Kewin, Automatic Transportation Co.

Sale of Exposition exhibit space was running

ahead of expectations on April 1 according to a statement by J. W. McReynolds SIPMHE, President. He added that many of the companies



The early nationwide interest shown in next October's SIPMHE Exposition by demands for exhibit space caused this congratulatory handshake by John W. McReynolds (right), national president of SIPMHE, and E. A. Kruse, president of St. Louis SIPMHE Chapter. They are standing in front of a floor plan of Kiel Auditorium where the show will take place.

making early reservations see the St. Louis site as a good opportunity to tap the Mid-South, South-west and Mid-West markets.

### Nat'l Wooden Box Ass'n Names I. F. Saunders Promotional Rep.

The National Wooden Box Association's market development program was intensified lately with the appointment of I. F. Saunders, Jr., as promotional representative. He will divide his time between contacting container users and wooden box manufacturers. He will work closely with divisions of the association.

### N. Y. SIPMHE Hears Tydon of Fairchild On Progress in Air Freight Industry

Walter Tydon, chief engineer and head of the engineering department at the Fairchild Aircraft Division, Fairchild Engine and Airplane Corp., was the guest speaker at the May meeting of the New York Chapter of SIPMHE. Mr. Tydon, former chairman of the Air Cargo Advisory Committee, National Security Industrial Association, discussed "Developments in Air Cargo," and told of recent progress in the industry. Allyn C. Beardsell presided.

## Short Hauls By Helicopter

(Continued from Page 18)



Above: Unusual photo shows helicopter of type currently being used in New York area, hovering close to ground level as freight forwarding truck stands by ready to receive shipment.

in companies throughout New York, New Jersey and Connecticut, who have been saving time and money, and achieving other benefits of the rotary-wing pickup and delivery.

Apart from the inter-airport shuttle of goods, persons and mail, the scheduled helicopter airline brings to suburban counties the advantages of a community with an airport, without the cost of an airport. A heliport takes up only 200 sq. ft. of land as compared with 500 or 600 acres needed for an airport; yet it accomplishes the same purpose—to give the local public and industry a share in the boons of the air age.

### Not Easy To Pick Site

However, the lower costs of heliports have given rise to the misconception that selecting a site for one and constructing it are a rather simple affair. This notion is further fostered by the highly publicized and dramatic performance of the helicopter on rescue and military missions, not to mention its remarkable stunts at air shows. The public jumps to certain conclusions after witnessing the apparent ease with which a helicopter rises or lands vertically, hovers, flies sideways or backwards as well as forward. This flexible machine, reasons the layman, can be expected to do likewise in regular commercial work.

Such maneuvers are undesirable when the test of success shifts to the helicopter's ability to carry large loads regularly and safely. Considerations of safety and economy (which are secondary in rescue and military operations or in air carnivals) dictate relatively flat approaches and takeoff angles, avoidance of hovering, and flight forward only on commercial routes. Experts feel that by and large, commercial helicopters must display characteristics similar to those of fixed-wing aircraft, except that the former's approach and takeoff angles should be steeper, and flying speeds in terminal areas much slower.

Therefore, at least in such areas as metropolitan New York, heliport design is on the complex rather than on the simplified side. Sites must be chosen with care, serious attention must be

devoted to approach-zone clearance, if efficiency and safety are to receive their due.

Despite the controversy which has been surrounding the siting of forthcoming New York City heliports, this writer has reasons to believe that when the smoke of political battling clears, shippers and travelers will be a few minutes away from the finally chosen sites. Of special value to shippers will be the fact of the heliports' proximity to rail and truck terminals, this making for true coordination, integration, and dovetailing of the many forms of transportation.

### Factors To Consider

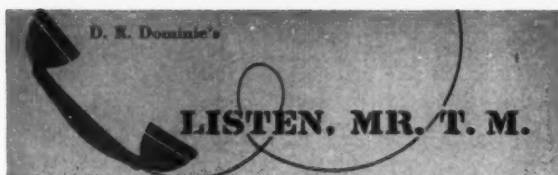
Briefly, the factors to be explored in choosing commercial heliport locations are: nearness to traffic-generating centers, vehicular accessibility, availability of public transportation, distance from post-office facilities, size and elevation of the site, conditions allowing helicopters to maneuver in conjunction with other helicopter traffic and without detriment to fixed-wing traffic, existing construction clearance and possibility of securing permanent approach protection through zoning or natural means, opportunities for emergency landings in case of engine failure without serious damage to property owners and occupants of the helicopter, cost of site development, possible effect on adjoining property of noise of helicopter operations and air blast effects, practicality of providing refueling facilities.

The foregoing is but a skeletonized picture. Many additional details and ramifications are keeping specialists busy. Problems are appreciable but not insurmountable, as the New York situation reveals. Chicago and Los Angeles, each with its own regional helicopter airline, have their own pros and cons as to downtown heliport sites.

The very existence and pressure of these needs and arguments demonstrate the ever rising interest and enthusiasm for the freight- and person-carrying services of the "whirly birds." This interest has been mounting steeply since 1940. In the past decade there have been 45 helicopter producers in the United States, accounting for at least 114 different models. Built in a wide range of sizes and uses, some of the multi-engine high-payload designs may in a few years provide a satisfying answer to the needs of shippers particularly. New concepts for the employment of VTOL aircraft are constantly evolving.

Related to but not in ordinary cargo-toting category are the helicopters used widely for forest-fire control, cattle roundups, crop spraying, power line patrol, search and rescue work, evacuation of injured in disasters and wars. No other vehicle in the history of transportation has lent

(Continued on Page 31)



**IT HAS BEEN OUR EXPERIENCE** that many of the major improvements in a traffic or shipping department come about purely by chance and by the use of what we term "incidental" tools."

There is no question but that from the aspect of materials handling, improvements can be made by a predetermined analysis and by looking around at other concerns. These come about or come under the heading of technical improvements which are definitely premeditated for the most part. However, many of the major revisions of systems and procedures come to light through a myriad of "incidental tools" or "incidental projects" or "incidental analysis" which actually have no direct bearing on the quest for improvement but are undertaken for information only.

It is quite difficult to explain just what we mean by "incidental projects." Most of these projects are initiated by an individual who is curious to know, for his own information only, just what is happening in his operation. For example, several years ago one of the men in our shipping division whose main responsibility was to place calls for truck pick-ups, became curious as to the number of pounds of outgoing material which we were giving to each carrier. On his own, at the end of each month, this individual went through all of the outgoing bills of lading and made a tally itemizing the carriers used, the number of pieces given to each particular carrier, the total weight, and the number of shipments. It was a very comprehensive analysis of out-

going truck movements and the respective weights given to each carrier but the analysis had no value to us whatsoever other than to satisfy curiosity.

Someone picked up the analysis a few months later and noticed that it did give a comparison by months of the total tonnage of material which was being shipped. Here then was an "incidental project" which had no value at first but now had some value. Shortly after this, someone noted that the list of carriers to whom freight was being given seemed to be growing larger each month. By rechecking the monthly sheets it was found that in a twelve month period the number of carriers used by us had almost

doubled. The person noticing this drew a logical conclusion in stating that we were probably becoming less efficient by using a larger number of carriers. By using the list we were able to cut down or centralize the carriers by groups so that fewer would be used. The result was a much more efficient distribution method. Here, then, is an example of a second use of what originally started as an "incidental project."

Without going into specific cases this piece of paper, which, as we have stated so many times, was worthless to begin with, ultimately became a very valuable working tool in the shipping department. Equality of distribution of carriers, lessening the number of carriers, analyzing our tonnage per month, using weight and volume factors as the basis for commodity rates, etc., were but a few of the uses to which this

(Continued on Page 31)

## NEWS- PROMOTIONS of companies and associations

**AMERICAN SISALKRAFT CORPORATION** has appointed **Ray H. Anderson** as vice president in charge of sales, it was announced by president **W. N. Stevenson**. Anderson joined the company in 1940. He was named manager of the building sales division in 1949 and director of marketing in 1955.



Ray H. Anderson

**NATIONAL CARLOADING CORPORATION** has opened an office in Norfolk, Va., which will expedite LCL shipments between Eastern Virginia and Chicago, St. Louis and the West, it was announced by president **T. R. Hudd**.

**PITNEY-BOWES, INC.** was one of five American business firms to win the first annual "national recognition awards" of the Chamber of Commerce of the United States. The award was made to P-B for fostering economic understanding among its employees through such media as employee publications, reports, letters, meetings and bulletin boards. **Boyd Campbell**, National Chamber president, presented a trophy at the Chamber's 44th annual meeting in Washington, to **Frederick Bowes, Jr.**, P-B vice president.

**MOTOR FREIGHT EXPRESS** has appointed **Richard S. Lanahan** sales representative for Pittsburgh area.

## 72-Hour Delivery!

(Continued from Page 15)

means of special straps. Thus, there is little danger of glass breakage. But there is one problem, to wit: Racking of the doors due to bumps and other road conditions. Eventually, this problem too may be solved through better stacking methods and road repairs, Scoblink said.

Scoblink conceded that Stephen Laurie "probably could get better rates from the public carriers" because of the fact that they make local stopoffs and carry cargo on the return trip. The Laurie trucks come back to the South Philadelphia plant completely empty mainly because suppliers make their own deliveries. But the relatively high trucking costs are more than compensated for by the prompt deliveries and negligible loss and damage, company officials feel.

Stephen Laurie has been using its own trucks for four years. "It has been found," Scoblink said, "that this system tremendously expedites our production and shipping operations." The trucks were made by General Motors specifically for the purpose of transporting such cargo.

The company, which was founded in 1949, has five plants—three in Philadelphia and two in Roanoke, Va., it was stated by President Abe S. Laveson. Each plant is an independent unit of the organization and does its own manufacturing, packing and shipping. The firm's newest and most modern plant—the subject of this article—was opened last January. Located in the industrial area of Northeast Philadelphia, it has 120,000 sq. feet and houses the company's main offices, large manufacturing, assembly, wrapping and packing facilities and five truck docks.

Some 96 percent of cargoes shipped out by the N. E. Philly plant go more than 100 miles. Deliveries are made to Canada, New England, New York, New Jersey, Pennsylvania, Ohio, Illinois and Virginia. Ninety percent of this volume goes out in company trucks at the rate of one or two truckloads a day. The other ten percent is picked up in local customers' trucks. Rail, sea and air transport media are not utilized at all. Occasionally in cases of emergency where the products are needed sooner than 72 hours and where there is a full trailer-load, public over-the-road truckers are called in, but this happens very rarely, it was stated by Raymond E. Borrelli, the firm's Traffic Manager. Borrelli coordinates all of the trucking operations as well as in-plant materials handling, packing and warehousing procedures.

Because of a great variety of sizes of windows and doors, packing is difficult if any measure of standardization is sought for the purpose of

keeping costs down. Scoblink revealed that doors are made in 60 different sizes and windows in 54 sizes. Thus, only 20 percent of the products—mainly in small shipments—are fully wrapped, and these in telescoped cartons which are bound by steel and wire strappings. Eighty percent of the windows and doors are wrapped only partially. A plain corrugated boot extending up to 44 inches is placed along each side of the length of the door or window. Only 6 to 10 inches of the product is left completely open. Then, wire is tied around the boots and stapled. Accessories are tubed. Expanders, used principally in doors, are bound together with pressure-sensitive tape and then packed in rolls. A considerable portion of the company's products are sent out in knocked-down form and assembled later.

Scoblink disclosed that over 99 percent of the full packing is done in new containers largely because of the difficulty of finding appropriate size reusables. All purchasing of containers, telescope boxes, tapes, strapping and other packing and shipping supplies as well as materials handling equipment and parts is carried out by Traffic Manager Borrelli and Shipping and Production Manager Lou Pingelli after consulting with top management. The purchasing is done between four and six months in advance in order to keep in step with production demands.

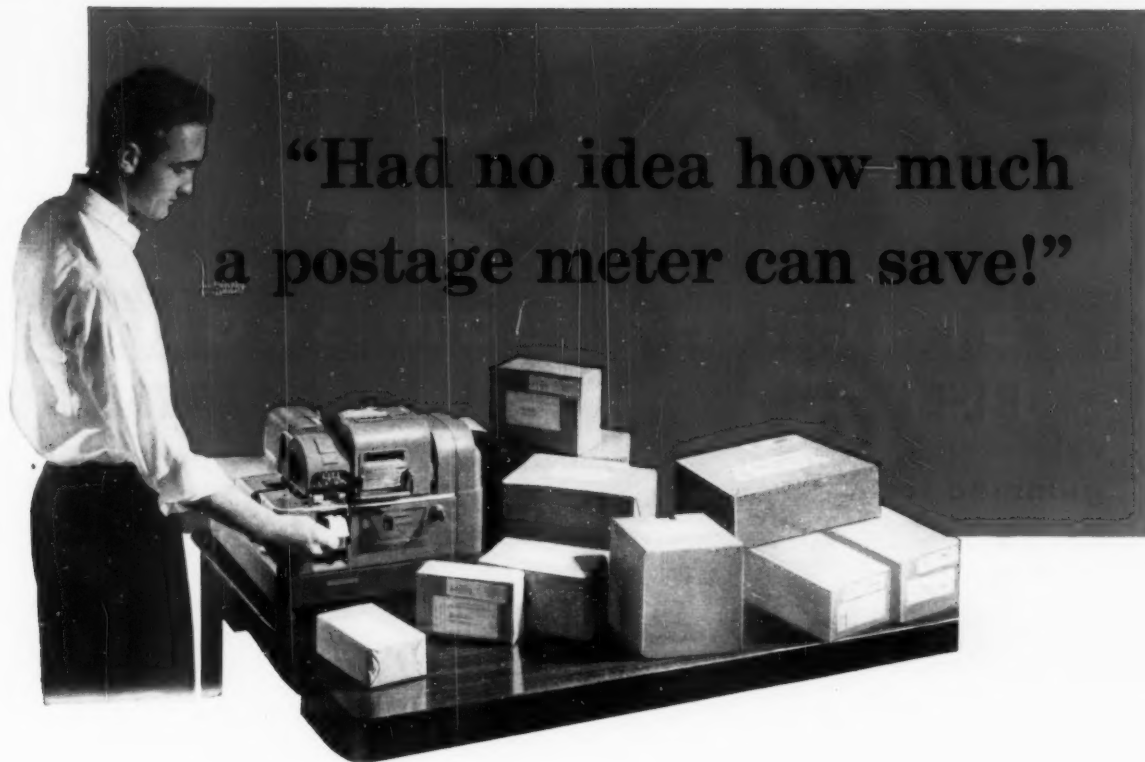
Storage of metal parts of the windows and doors and moving them quickly and easily to the work benches represents the company's biggest problem at present, Scoblink stated. But hope for solution of this problem lies in a special blueprint for automation of the plant. The plans call for construction of two quonset huts adjacent to the plant to augment metal storage facilities. A power conveyor system has been ordered to move the parts from the huts to the plant. Chain hoists as well as cranes will be installed to facilitate loading and unloading of trucks. The final step in automation will be the installation of special saws which tilt, wrap and count panes of glass. The ultimate objective of all of these new plans, Mr. Scoblink said, is to have the raw material come in on one side of the plant and go out on the other side as finished products ready for delivery.

At the present time, the company has two fork lift trucks for moving parts and palletized doors around the plant. Glass is moved on special skids while several hand-carts and push trucks are available to move the steel-strapped boxes and cartons.

Although Stephen Laurie seems to have mastered the challenge of "getting there fustest with the mostest" mainly by organizing its own trucking system and carrying its own shipments, and although the Northeast Philly plant has hopes

(Continued on Page 37)





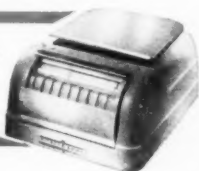
**"Had no idea how much  
a postage meter can save!"**

*Few people do, until they get one!  
With a postage meter, parcel mailing time  
can be cut in half, and overtime avoided.*

*Printing postage is so much faster, and  
easier, than separating stamp sheets, picking  
and sticking adhesive stamps.*

**You** always have the exact postage when  
you have a meter. And less money tied up  
in postage—no stocks of high denomination  
stamps. You never have to hunt for the  
right stamp or combination of stamps. And  
the postoffice sets your meter for as much

*New Model 3700 Scale  
saves time and postage  
in parcel post mailing.*



**PITNEY-BOWES**

**Postage Meter**

PITNEY-BOWES, Inc., Stamford, Conn.

*Originators of metered mail. Leading makers of mailing  
machines. Branches in 94 cities in U.S. and Canada.*

postage as you want to buy at one time.

You no longer have to safeguard postage  
in a locked stamp box—and spend time in  
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protected from loss, theft, damage—and is  
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meter users find they realize substantial  
savings in postage!

**M**ETER-stamped packages are already  
dated and postmarked. They don't have to be  
cancelled in the postoffice; can often catch  
earlier trains or planes.

The same meter will also stamp and  
seal your *letters*, give double service.

There's a meter model to fit your needs.  
Ask the nearest Pitney-Bowes office for a  
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**FREE:** Handy desk or wall chart of  
Postal Rates, with parcel post  
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Send free booklet ☐ chart ☐ to:

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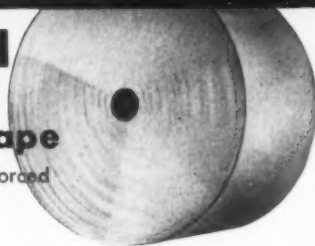
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for center seam sealing

## BI-DI reinforced gummed tape

bi-directionally reinforced  
asphaltic laminated



## STRES-PRUF reinforced gummed tape

2-way reinforced  
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Both tapes are water resistant, and have special  
gumming that grabs instantly, holds permanently

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IN THEIR  
LINE

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make way for the

# VERT-O-MATIC

**AUTOMATIC  
NON-HYDRAULIC  
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**FORK TRUCK ATTACHMENT**

**AMAZINGLY EASY TO OPERATE — YET SO COMPLETELY EFFICIENT!**



APPROACH CONTACT LIFT RELEASE



Single and Double  
Models — fit any fork  
truck in seconds!

Clamps to forks  
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Absolutely no maintenance. Easily handles dented, tilted, or tightly nested drums. Grips rim or chimes securely even for emergency stops and rough terrain. Proved by use in many industries. The Vert-O-Matic works fast, is rugged, and efficient. Sold only on a satisfaction guaranteed basis. Write for complete details...

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Regular monthly features such as:

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SHIPPING MANAGEMENT, JUNE, 1956

## New Products

(Continued from Page 24)

line of pressure-sensitive paper tapes produced by Shuford Mills, Inc.

These tapes are available on both flat-backed and crepe-backed paper in widths from 1/4" to 3". A transparent flat-back tape has been developed for general packaging. A special textile tape of flat-back paper is also available.

(Check #48 on card facing Page 4).

## "LISTEN MR."

(Continued from Page 27)

was put. The list has now become an indisputable tool in our operations. From it, we can draw many conclusions, we can see where we are spending money on unnecessarily high valued carriers, we can even relate it in pounds per man shipped per month to determine our relative efficiency in our packing procedures. Again, this was the result of an "incidental project."

Because of this and other similar projects which have turned out to be extremely valuable, we encourage such projects in our shipping and traffic divisions. To many of the individuals in these divisions such projects are meaningless and the results also are meaningless unless someone with an analytical and probing mind can mull them over at his leisure.

As stated above it is almost impossible for this writer to prescribe any system or procedure for starting "incidental

(Continued on Next Page)

## Short Hauls By Helicopter

(Continued from Page 26)

itself to quite such a multiplicity of services at such speeds.

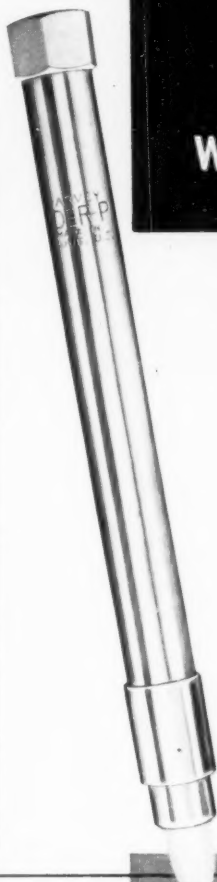
In the commercial carriage of goods the helicopter has emerged to fill a gap in airline effectiveness in the short-haul market. Here the fixed-wing plane has nothing to offer, not even speed, when we recall the inconvenience of ground-time travel between airports and city centers. Why should a customer pay premium rates for superior

for smoother, easier  
hand-marking of shipments

**Garvey's**

lightweight-all-aluminum

**WUNDER-RITE MARKERS**



It's the peer of all automatic fountain markers . . . an important adjunct to all modern shipping rooms.

Designed to operate like a fountain pen, this light-as-a-feather marker feeds ink through a factory-set valve into a felt tip.

It works easily and smoothly on any type of surface . . . wood, paper, board, burlap . . . and makes one continuous mark, instead of choppy strokes.

For speedier handling of shipments, and for other marking purposes, Garvey's Wunder-Rite fountain markers are your best bet. Order one on approval today.

**Garvey**

*fountain brush & ink company*

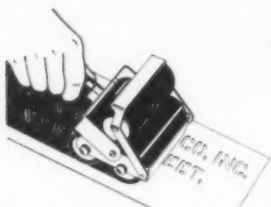
4379-87 Duncan Avenue • St. Louis, Mo.

. . . for more details check #8 on HELP-O-GRAM card.

speed in the air, which is largely nullified by the surface segment of the trip? Actually, it was found easier, much quicker, and cheaper to resort to railroads, trucks and buses.

But the talented helicopter has endowed short-haul aviation with the unmatched values inherent in longer flights, making air transportation competitively important alongside the terminal advantages of the rails, trucking, and motor bus carriers. It is capable of reaching destinations inaccessible to the others.

Significantly, economic studies have shown the



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ROLL-A-STENCIL  
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NOW YOU CAN HAVE THE PERFECT COMBINATION OF LARGE EASY TO READ STENCIL MARKING AND LIGHTNING-FAST APPLICATION DIRECTLY TO SHIPPING CONTAINER!

DESIGNED for faster stenciling on corrugated cartons, smooth wood boxes and all other smooth porous surfaces.

**THE Ideal**  
TRADE MARK

- America's first and finest Fountain Stencil Brush
- Use for stenciling rough or uneven surfaces - crate wood, burlap, cloth, concrete, etc. and all general purpose stenciling.
- Sturdy, all brass machined parts.

**THE ★ STAR MARKER ★**  
TRADE MARK

An indispensable felt tip fountain marker for all purpose marking on any surface.

Use for:

- ★ Marking Shipments
- ★ Marking stock
- ★ Printing notices
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- **TWIN ROLLERS** smoothly roll on perfect impressions in one rapid stroke **3 TIMES FASTER** than brushing or spraying
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Is your magazine Addressed Correctly? Examine the wrapper, and notify SHIPPING MANAGEMENT MAGAZINE, 425 4th Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

projects" in any particular shipping division. It is almost like a scientist trying to satisfy his curiosity and only his curiosity about a particular virus and coming up with some startling discoveries in the process. On a much lower scale, many of these projects are explained as follows: "just for the heck of it, I started to keep track of —." It is this "just for the heck of it" feeling which we would like very much to instill, and feel that other traffic departments should instill, in the individuals working in their divisions. Not only do they often prove productive but they also give the individual working in that division some incentive to probe deeper.

"Just for the heck of it" one of our other men decided to keep a tally on daily shipments to see how much of a particular item was sent out on each order. Eventually this man came up with some very startling facts which showed that 85% of the merchandise going out on that particular item was in units of 12. This ultimately led to a separate packaging line with automatic machinery in which twelve units became a standard pack. After that it was determined that the 12 units could be packed right at the end of the assembly line thus saving 50% in transportation costs. In forwarding from one point to

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THE BEST CLOSURE  
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another we could get almost twice as many units in a truck thus packed as we had been able to do before. This is just another example of "incidental projects" or "just for the heck of it" projects which bear fruit.

Although this may or may not reach the proportions, depending on the individual shipping departments, where one or two men are assigned to do nothing but this type of work, we feel that in concerns of any magnitude such a staff might be set up to work independently and on projects which they themselves choose for ultimate, over-all economical savings to their concern.

## Packing A Punch

(Continued from Page 11)

handling costs. It is both impractical and unwise to try to take it out of the products themselves.

"The problem poses one of the most serious challenges to the packaging and materials handling industries that they have so far had to face," Schwarz said. "It would appear a complete new look at the activities is necessary, and most certainly a united front by the two industries to arrive at practical integrated methods.

"The target, of course, is to find ways of saving pounds and even ounces in the unit package and the case packings, and of designing shapes for easiest and quickest handling and storing; also, equipment for moving the packages in the most direct line and with the fewest operations and man hours possible between production line and freight carrier, and freight carrier to consumer."

## Short Hauls By Helicopter

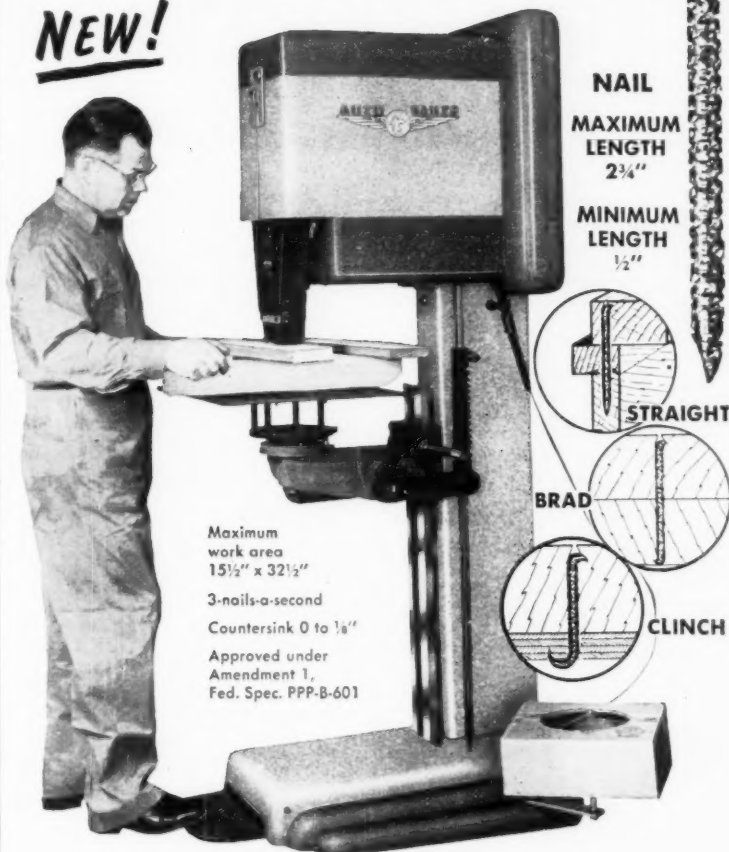
(Continued from Page 31)

short-haul field to be potentially a vastly greater market than the long-haul. And oddly, the theory of rotor-wing or helicopter flight is much older than the theory of flight by glider or by powered fixed-wing aeroplane. Ancient Greece's Archimedes discoursed on vertical flight which he prophetically envisioned on the screw principle. His notion was of a machine flying straight up, its screw biting the air as a ship's propeller does the water.

Leonardo da Vinci built a model of paper and wire which flew propelled by springs. Describing

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his invention, he used the words "helix," Greek for spiral or screw, and "pteron" or wing. We combined those two words in the term helicopter.

Hard facts of crowded life on this planet make the unprecedentedly versatile helicopter a particularly welcome vehicle in our time. Over one-half of the earth's land surface is unsuitable for any transportation other than with vertical take-off and landing. Much of the remaining half is marginal. For freedom from surface obstacles, for universality of applications and penetration, the helicopter — though already much appreciated — has not even begun in earnest to realize its terrific potentialities.

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FLEXIBLE CORRUGATED WRAPPING PAPER

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## How To Control Costs

(Continued from Page 13)

and at the most economical cost. Let us analyze the six previously mentioned cost factors and see what must be done to fit them into an integrated picture of packaging cost.

### Material Costs

Probably the easiest cost factor to control is material cost. This is the only element for which we may obtain specific figures. I firmly believe that the packing room manager should know the cost of every packaging material he uses to the nearest tenth of a cent. He should have the cost of his packaging materials expressed in cost per usable unit, a figure that can be pictured clearly in his mind and in the minds of his subordinates. He should know the cost of tape and twine to the nearest tenth of a cent per running foot. He should know the cost of his cleaning materials per number of units cleaned and the cost of his preservative material per sq. ft. of area preserved. He should know the cost of every staple, every box, every packed cubic foot of excelsior or other dunnage, and even the cost of every label of shipper used.

In case he uses salvage materials, he should know their cost per unit salvaged. In the case of reusable materials, he should be able to calculate the number of uses and reuses to be made of the material. All of these figures should be at his finger tips, and better yet, they should be familiar to the packers he employs. It is surprising how conscientious a packer can sometimes become when he realizes that by using an over-sized carton he is wasting 10c, or that if he tears off a sheet of wrapping paper three inches too long he is wasting two-hundredths of a cent. They realize how these things can add up over the course of a day, a month, or a year, and will usually help you keep your packaging material waste down.

### Labor Costs

The second component that will be considered in packaging cost is labor. The first thing you must know in order to compute your package unit labor costs is the cost of your labor per man hour.

Many people in determining their packaging unit cost, want to include overhead, advertising, interest, depreciation, supervisory salaries, and so forth. But let's face it, unless you make a world-shaking and revolutionary change in packaging methods, all of these factors are going to continue unchanged regardless of the improvements you make on your packaging; and if you do make such a revolutionary change, it is very probable that you won't have to scrounge around for minute statistics to justify your move.

The packing labor cost that the packaging en

gineer should know is that cost is directly and immediately affected by any change of packing materials, methods, or systems. For sake of simplicity, let us say that this will involve only the packing room supervisor, the packers, and other labor present in the packing room contributing to the packer's work. Merely add all of the salaries of these people together, divide this figure by the total number of minutes worked by the packers, and that gives you your packing unit cost per man minute. The figure you get will be a practical and completely dependable one for determining your package unit costs.

Determining your packing labor cost is really quite simple once you have determined your man-minute figure. Using an average worker you merely time study the completion of ten or twenty identical packages, multiply the number of tenths of a minute each package took by your labor unit cost which you also take to the nearest tenth of a cent. This will give you your package unit cost for combination with the other five cost components.

Remember, however, that there are other items that should be considered in determining your labor cost. Some are tangible such as the amount of overtime and unusually sharp peak season requiring temporary help. Others are intangible such as delayed income and lost business due to tardy filling of orders. Incidentally, if you have a small operation, be careful that you do not fall into the trap of saving packing time but not having anything to do with the time saved but convert it into idle time.

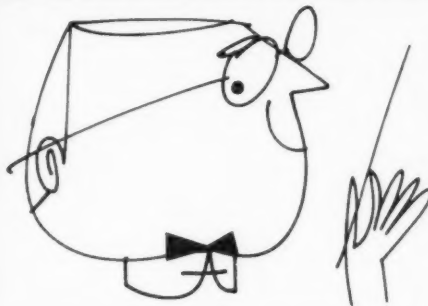
#### Damage Costs

Next we come to damage costs. We cannot be so precise in determining damage costs, because the damage cost does not consist merely, for instance, of one broken lamp base. Rather, the damage cost consists of the damage, and the cost to adjust the damage and the cost to replace, repack, and reship the replacement part.

As you all know you cannot determine the efficiency of a pack by test shipping a single pack. The Utopian situation is where you are able to say, for instance, that one out of ten lamps shipped is damaged. The composite damage cost is \$4. By dividing \$4 by 10 lamps I find that I can spend 40c per package more to eliminate those damages. This would be nice and very convenient but, unfortunately, it is more difficult to determine your damage cost and even more difficult to determine your rate of damage.

In addition, it is impossible to assess in dollars and cents the intangible factors involved with your damage rate such as permanent loss of business and loss of company prestige. Similarly, it

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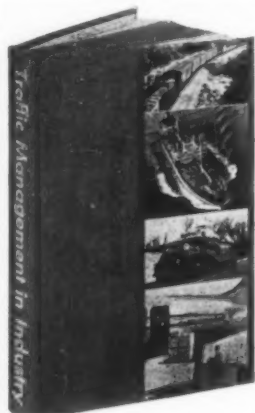
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## Traffic Management in Industry

by Leslie A. Bryan

Director, Institute of Aviation  
University of Illinois, Urbana

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is impossible to determine what constitutes an acceptable damage rate. In the case of a very critical radar part, its damage could very conceivably mean the loss of a military campaign, while a bottle of catsup going to the same theater is not really so critical; so a higher damage would be acceptable. The expensiveness and exclusiveness of your product and your company's reputation for superior service also contribute to keep low the acceptable damage rate, while, on the other hand, anyone expects to receive a higher rate of damage from a cheaper, cut-rate outfit.

The fourth cost is very simple to discuss and understand. It is the shipping cost of an item. As parcel post and railway express rates continue upward, this factor is becoming increasingly important. The increased practicability of air express and air freight shipments also have increased the importance of this factor. I have stated previously that the packaging manager should know his shipping costs for freight, in carload or LCL quantities, and his per pound cost of shipping via truck, railway express, parcel post, first class mail, air freight, air express and shipment overseas. The shipping cost of an item may frequently be more important than all of the other cost factors. So weigh your completed package, determine your probable method of shipment, select an average destination and determine your shipping costs. Compare this cost with your previous method before making any change.

## Handling and Storage Costs

The finish cost factor can also become of prime importance—that of package handling and storage. A package may be economical, may protect well, and ship for a low cost, but it may be useless if it does not lend itself towards efficient and economical storage. Similarly, if a package can be so designed as to facilitate its handling by the fork lift trucks, conveyors, or other materials handling equipment, the saving derived therefrom may very possibly justify increased expenses in other directions.

It is sometimes difficult to assess this packaging cost factor in dollars and cents but frequently it can be done; particularly in the operation where there is little or no variety in the types of packages handled and where mass production without deviation is the by-word. As in determining packaging labor costs, I do not feel it is necessary to fall into the trap of computing overhead, depreciation, and so forth, but consider only the factors that will be directly involved with package handling; those which would be affected by a change in packaging methods. Occasionally packaging changes will obviously have little or no effect on handling and storage costs. If so,



it may be possible to eliminate statistical study of this fifth component of packaging cost.

### Consumer Acceptability Cost

This sixth cost factor, called consumer acceptability, refers to the enthusiasm, positive or negative, with which your package is received by the ultimate consumer or user. Some of the factors involved in this category are:

1. Ease of unpacking and disposing of packaging materials.
2. General attractive appearance of the package.
3. Potentiality of re-using the materials for packaging or other uses.

It is very possible for the consumer acceptance to be so favorable that it actually becomes the most important packaging cost factor and may actually allow part of the packaging cost to be borne by the Sales Promotion Department. There is, however, the other extreme to view wherein the package protects, saves labor, material, handling and storage costs but is so unacceptable to the recipient that it may result in lost business or at least extreme consumer dissatisfaction. Examples of this would be excessive use of KD packing or the use of unsanitary or messy packaging materials. This factor is practically impossible to express in dollars and cents but it constitutes a very real packaging cost factor.

What can you do in your operation with the above six packaging cost factors? Calculate them as accurately as possible in dollars-and-cents figures and then draw on that invaluable asset that a packaging engineer must have. Use your experience and storage of good old-fashioned common sense to fill in the blanks in your total packaging cost picture, and you will come up with a dependable decision of what is the best packaging for you.

This article comprises excerpts of an address given by Mr. Farrington at the monthly meeting of the New York Chapter of SHPMHE on March 12, 1956.

## 72-Hour Delivery

(Continued from Page 28)

of soon becoming "the most mechanized in the industry" as far as shipping and handling are concerned, "we still have lots to learn and lots of kinks to smooth out," Mr. Scoblink said. "Through constant research in the latest developments of automation, packing, shipping, traffic and warehousing, we hope to achieve even greater savings in the future. Our present methods have paid off substantially, but we are always interested in learning new things and going forward."

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## INDEX TO ADVERTISERS

American Sisalkraft Corp. ....	3rd Cover
Atlantic Gummed Paper Corp. ....	10
Auto-Nailer Co. ....	33
Better Shipping Manual ....	38
Consolidated Freightways ....	2
Cushman & Denison Mfg. Co. ....	37
Fastener Corp. ....	23
Feaver Paper Co., John H. ....	34
Garvey Fountain Brush & Ink Co. ....	31
Gilman Paper Co. ....	Back Cover
Glue-Fast Equipment Co., Inc. ....	37
Gummed Products Co., The ....	12
Hansen Mfg. Co., A. L. ....	36
Hudson Pulp & Paper Corp. ....	3
Ideal Stencil Machine Co. ....	35
KLM Royal Dutch Airlines ....	7
Kughler Development Corp. ....	30
Leonard & Co., G. R. ....	8
Marsh Stencil Machine Co. ....	34
Mid-States Gummed Paper Co. ....	30
Pitney-Bowes, Inc. ....	29
Rathborne, Hair and Ridgway Box Co. ....	5
Rexford Paper Co. ....	32
Seal-O-Matic Dispenser Corp. ....	6
Shipping Management ....	30
Slick, The Airfreight Line ....	23
Sten-C-Labl ....	6
Traffic Management In Industry ....	36
Universal Fountain Brush Co. ....	32
Wirebound Box Manufacturers Association..	9

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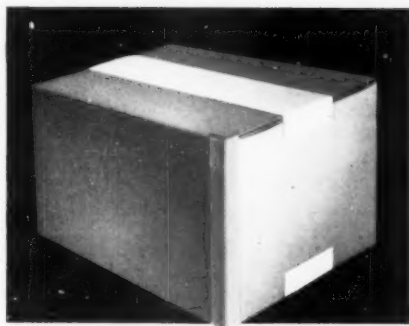
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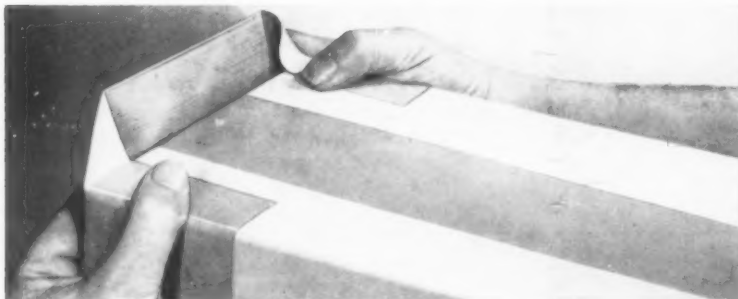


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